Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

House Subpoenas BAR Files, Eyes Rating Services

WASHINGTON, Dec. 17—The House subcommittee on legislative oversight prepared to dig deeper into the operations of the tv industry by issuing a subpoena today for the complete files of Broadcast Advertising Reports.

The material which will be available to the subcommittee's staff as a result of the subpoena involves information obtained by monitoring 240 tv stations. In announcing that it was obtaining the files, the subcommittee staff did not indicate its purpose, other than that the move is part of the current tv investigation, including the survey of the "payola" problem.

The subcommittee is also reported to be considering an investigation of tv rating services. During hearings on the quiz problem last month, several subcommittee members expressed concern about the influence which ratings have over the selection of programs. Staff sources reserved comment on the course that an investigation of rating services might take, but they acknowledged that some preliminary conversations have been held with technical people who might be used in an advisory capacity if a rating study were attempted. During the week the subcommittee staff released a memorandum reporting that information has been received concerning "payola" and other deceptive practices in 27 in-

(*Continued on Page* 81)

Daiger Is Named President, VanSant Chairman of Agency

BALTIMORE, Dec. 16—Robert E. Daiger, exec vp of VanSant, Dugdale & Co., has been elected its new president. Wilbur VanSant is stepping out of the presidency, an office he has held since the agency's founding in 1914.

Robert Daiger

Mr. VanSant was reelected chairman of the board and continues as an active member of the planning board.

Announcement was also made of election as new vps of Lawrence R. O'Neill, Nicholas VanSant and Robert V. Walsh. All new offices will be assumed Jan. 1.

Mr. Daiger became associated with the VanSant, Dugdale agency in 1928 when the J. M. Daiger & Co. agency, conducted by three Daiger brothers, merged with the VanSant organization. In 1935, he became vp and was named exec vp in 1953.

Mr. O'Neill joined the copy department of VanSant, Dugdale in 1945 and was promoted to copy chief in July, 1958.

Nicholas VanSant joined the agency's marketing and distribution study groups in 1948. He was elected secretary and treasurer in 1957, a position he will continue to maintain. Mr. Walsh joined VanSant, Dugdale in 1949 as director of radio and television. #

something new in Ice Cream!
ESKIMO.
Peppermint Patty
in the handy FAMILY 6-PAK
ESKIMO PEPPERMINT PATTY
the best thing that ever happened!

NEW ESKIMO FARE—*Eskimo Pie Corp., Richmond, Va., is using dailies in Richmond, Illinois, Iowa and Nebraska to promote a new product, Eskimo Peppermint Patty. Eastern Advertising, Richmond, handles the account.*

Build Up FTC: Reeves; Self-Rule 'Won't Work'

Bates Exec Defends Life Ads, Says Hard Sell 'Is Our Philosophy'

NEW YORK, Dec. 18—Rosser Reeves is chairman of the board of Ted Bates & Co. and is chiefly responsible for its creative policies. This aggressive agency increased its total billing from $25,000,000 in 1950 to $106,700,000 in 1958.

More than 75% of its billing is in tv, and more than 20% of its volume is in the proprietary drug field.

Last week it was cited, along with its client, Brown & Williamson Tobacco Corp., by the Federal Trade Commission in connection with advertising for Life cigarets (AA, Dec. 14).

■ The following questions were submitted to Mr. Reeves in writing, and Mr. Reeves' answers are presented here in their entirety:

What do you think of the FTC?

We believe that the FTC—as much as the FDA, the SEC, the FPC, the CAB or the FCC—is a most *vital* and *highly essential* part of the American economy.

Few intelligent people will deny the value of the Food & Drug Administration. Nor, for that matter, the need for a "watchful eye" on security exchange, railroads, airlines, power *or advertising.*

We believe that advertising needs the FTC.

In fact, our agency goes, very seriously, far beyond this viewpoint.

We believe that the FTC is badly understaffed and badly undermanned.

Many companies today have budgets of $50,000, $100,000—often $200,000 or $500,000—to test and measure the performance of a single product.

But the budget of the FTC today is woefully small.

Advertising today is a $12 billion industry. We believe that Congress should, at its next session, grant the FTC enough millions of dollars to staff and maintain an adequate, expert and impartial personnel—one able to judge the truth or falsity of advertising claims.

It will be explained later why we think that a major increase in the FTC budget would not be out of line for the importance of this task.

What do you think of the recent FTC complaint against Life cigarets?

We do not believe that the Life advertising is false, misleading or untruthful in any way.

Millions of Americans demonstrated, during the recent filter revolution, that they wanted a cigaret with the least nicotine and tars.

One of our clients, the Brown & Williamson Tobacco Corp., determined to bring out such a cigaret—regardless of cost.

They did.

And it cost a great deal.

The facts on the nicotine and tar content of Life and other brands were supplied to the Federal Trade Commission, at the Federal Trade Commission's own request.

They are still on file with this body, and they can be duplicated by any scientist who chooses to do so.

No other cigaret in America gives such low nicotine and tar ranges as Life.

The FTC may take exception to the phrasing and the demonstration used in these advertisements. A difference of opinion is an understandable thing.

But utterly apart from the phrasing used, or the demonstration, what are the most important aspects of the totality of this advertising?

If any person is led by the Life advertising to switch to Life cigarets—in the belief that it is lowest in tars and nicotines—*in truth and in fact, he will be getting the*

(*Continued on Page* 82)

Ban Ads Are Less Offensive Now, Hartenbower Says

McGannon Tells FCC Broadcasters Can Rule Selves via NAB TV Code

WASHINGTON, Dec. 18—Ban's Greek statue armpit commercial was in the spotlight today as the National Assn. of Broadcasters' code review board went before the Federal Communications Commission to argue that the tv industry can regulate itself through its code.

The code review board's chairman, Donald McGannon, traced the industry's efforts at self-regulation for the past seven years, confidently predicting that recent improvements in the code and a reawakened sense of responsibility will

(*Continued on Page* 8)

Two Execs, 11 Dailies Switch from Gilman to Ward-Griffith

NEW YORK, Dec. 17—Some 11 newspapers and several top executives of Gilman, Nicoll & Ruthman will move to Ward-Griffith Co. Jan. 1.

The 11 newspapers—about one-third of the total client list of Gilman, Nicoll—include five West Coast dailies, which will be handled by Gilman, Nicoll's former Los Angeles office, scheduled to be taken over by Ward-Griffith.

■ The *Hartford Courant*, another Gilman, Nicoll daily, already has switched to Moloney, Regan & Schmitt.

Moving to Ward-Griffith with the newspapers are Gilman, Nicoll partners Charles E. Tully and Richard Ruthman. Louis J. Rubin, a former partner, who reportedly engineered the switch, will join Ward-Griffith as director of western operations. #

N.Y. Dodge Dealers, Grant Disagree on Agency's Future with Account(s)

Association Announces Cole Fischer; Grant Says It Has Jersey Segment

NEW YORK, Dec. 17—Three times in the past three days the Dodge New York Retail Selling Assn. has said it has named Cole Fischer Rogow to handle its advertising. The word came by phone, by telegram, finally by press release.

But, each time, Grant Advertising—national agency for Dodge—has countered with statements adding up to, "It ain't necessarily so." Grant, it developed, had expected to land the New Jersey dealers and perhaps some other portions of the association account. The Jersey dealers, about 40 in all, represent the largest single group in the regional selling unit (*for news of its former agency, see story on Page* 81).

■ John Pinto, Grant vp, chairman of the New York executive committee and head of the office here, told ADVERTISING AGE, "I officially disagree with the fact that another agency has been appointed to represent the entire New York Retail Selling Assn."

Today, Mr. Pinto would not retreat. "I'm not changing my statement one iota," he said. Asked if he still thought Grant would get the Jersey dealers portion of the account, he said, "I feel that Grant has the Jersey dealers."

A press release from Robert E. Crabtree, president of the association, indicated that the agency did not yet have the entire account, previously handled by the Wex-

(*Continued on Page* 81)

Stapleton Rejoins Grant as Head of New York Office

NEW YORK, Dec. 17—Lawrence Stapleton will return to Grant Advertising Jan. 1 as vp in charge of the agency's New York office—the position he held before he left Grant two years ago.

At the same time, Grant announced the dissolution of the two-man executive committee which has been running this office for the past year following the resignation of Paul L. Bradley (AA, Dec. 1, '58), who succeeded Mr. Stapleton. The committee members are John H. Pinto, vp and creative director,

(*Continued on Page* 81)

Last Minute News Flashes

Heineman, Kleinfeld Resigns Revlon Business

NEW YORK, Dec. 18—Heineman, Kleinfeld, Shaw & Joseph has resigned its Revlon Inc. business, which includes That Man cologne, Home Beautiful Room Mist and Thin Down. The agency was appointed by Revlon in September, 1958. The resignation is for a "variety of reasons," according to the agency. Among them: (1) A possible new and conflicting account in the cosmetics field and (2) low billings on its Revlon business. Revlon reports Home Beautiful is in a preliminary test stage, Thin Down is inactive and That Man cologne has no current advertising budget.

Davis Leaves Marschalk for Sudler & Hennessey

NEW YORK, Dec. 18—Maxon Davis, who resigned as Upjohn account executive at William Douglas McAdams Inc. in 1958 to set up a medical marketing unit at McCann-Erickson's Marschalk & Pratt division, will join Sudler & Hennessey Jan. 1 as vp and account supervisor, presumably on Upjohn's over-the-counter products. S. L. Meulendyke, president of Marschalk & Pratt, said the agency planned to continue its medical unit, which has been handling professional advertising for Tampax and both professional and consumer advertising for Upjohn's Mycitracin antibiotic ointment, which followed Mr. Davis into the Marschalk agency.

(*Additional News Flashes on Page* 81)

Airline's Contest 'Price Rebating,' CAB Staff Says

WASHINGTON, Dec. 16—The staff of the Civil Aeronautics Board contended today that the board ought to stop airlines from holding prize contests like the one which National conducted on the New York-Miami route early this year.

On the basis of a complaint from National's competitor, Eastern, the board's enforcement division is taking the position that the prize contest is an illegal price rebate. It is particularly bad, according to J. P. McKennan, staff attorney, because National's contest had the "taint" of an illegal lottery.

■ In the contest National offered passengers an opportunity to win 200 prizes, reported to be worth a total of $75,000. During arguments before the board today, National's attorney, R. A. Fitzgerald, claimed the contest was no more of a rebate than the gifts of champagne, whisky, meals, souvenir flight bags, flowers and so forth which other lines give to passengers.

After Eastern filed its complaint last summer, National filed a cross complaint contending that Eastern misrepresented prices of all-expense Miami tours, and disguised pictures of its jet-prop Electras to make them look like pure jets. #

Friden Switches $600,000 Account to Richard Meltzer

SAN LEANDRO, CAL., Dec. 17—Friden Inc., maker of business machines here, has switched its account, which it says will bill about $600,000 next year, from J. Walter Thompson Co. and Gotham-Vladimir to Richard N. Meltzer Advertising.

JWT has handled Friden's U.S. advertising since 1950 (Gotham-Vladimir handles the export advertising) when the company began to advertise nationally. At the time the company made an automatic calculator only and had a sales volume of $16,500,000. With new products, and steady expansion, the company expects sales this year to be near $70,000,000. #

P&G, Lever Top Net TV Users in Third Quarter

American Home Products, Lorillard Hike Spending; Kent, Anacin Top Brands

NEW YORK, Dec. 16—Procter & Gamble again led the parade of network tv advertisers, although its strong hold on the No. 1 position has been substantially diminished, it was revealed in the Television Bureau of Advertising's latest quarterly report.

P&G's network outlay, in gross time billings, dropped slightly to $11,899,344 for the third quarter of 1959 from $12,486,914 for the comparable 1958 quarter.

Meanwhile, its competitor, Lever Bros., boosted its spending from $5,480,278 to $9,499,662 to move

(Continued on Page 60)

Hoffman Electronics Slates $1,000,000 Campaign for 1960

LOS ANGELES, Dec. 15—Hoffman Electronics Corp., Los Angeles, will spend more than $1,000,000 in business publications, consumer magazines and local promotions in 1960 on its lines of tv receivers, stereo hi-fi units and radios.

Vanguard of the Hoffman tv line next year will be an innovation in tv receivers: a remote control apparatus called a LiteScope that automatically adjusts picture brightness and contrast to the light conditions prevailing in the viewing area. (It also gives the viewer remote control over channel selection and the on-and-off mechanism.)

■ Trade publications to lead off Hoffman's campaign in January are *Electrical Merchandising*, *Home Furnishings Daily*, *Mart Magazine* and *Quinn's*. The consumer magazine schedule, to begin in March, will include *Good Housekeeping* and *Look*. *Life* and *The Saturday Evening Post*, which Hoffman used last year, may be added later.

Magazines alone will take "upwards of $400,000" of the $1,000,000 plus estimated 1960 ad expenditure, according to Tom Lowey, advertising and sales promotion director of Hoffman.

The greater part of the budget is expected to go into local campaigns in about 46 markets. These local efforts will include newspapers, spot radio, direct mail and point of purchase.

Honig-Cooper, Harrington & Miner, Los Angeles, handles Hoffman's consumer and corporate advertising. The company's Semiconductor division is handled by Allen, Dorsey & Hatfield, Los Angeles. #

ABC Promotes Harold Klein

Harold J. Klein, formerly an account executive and assistant to the president in business affairs at ABC Films, New York, tv film distributor, has been promoted to the new post of vp in charge of business affairs.

Fawcett Sets Sales Meeting

Fawcett Publications Inc., to commemorate its 40th anniversary, will conduct a five-day sales meeting Jan. 5-9 with the first session scheduled at the company's home office in Greenwich, Conn.

AN OPEN LETTER TO MR. LEO BURNETT FROM BUSINESS WEEK

One Answer to an Advertising Man's Public Criticism

DEAR MR. BURNETT:

Sincerely,

BUSINESS WEEK

DEMURRER—*This is the Business Week ad replying to Leo Burnett.*

Goetz Brewing Shifts Account to John W. Shaw

ST. JOSEPH, MO., Dec. 15—M. K. Goetz Brewing Co. has moved the advertising for its Goetz beer and Country Club Pilsener beer from Potts-Woodbury Inc., Kansas City, to John W. Shaw Advertising, Chicago, effective Jan. 1. The account bills an estimated $400,000.

Goetz described the switch as a "basic product consolidation" into one agency, and added that Shaw has done an outstanding job on the brewer's Country Club malt liquor.

The move consolidates all Goetz advertising into the Shaw agency. Both Shaw and Potts-Woodbury landed the Goetz business nearly two years ago (AA, Jan. 13, '58), several months after the brewer was dropped by Compton Advertising, which resigned to take on G. Heileman Brewing Co. (AA, May 27, '57).

When Shaw and Potts-Woodbury took on the account two years ago, Goetz billed about $500,000. The account is believed to have boosted its billings to an estimated $1,400,000. #

'Business Week' Withdraws (Most) Burnett Reply Ads

NEW YORK, Dec. 17—Plans by *Business Week* to run an "Open letter to Leo Burnett"—in answer to Mr. Burnett's generally unfavorable comments on magazines (AA, Dec. 7)—were curtailed after the agency head said he was misquoted in the ad, AA learned this week.

The letter ad was scheduled to run Dec. 8 in the *Chicago Tribune*, *Cleveland Plain Dealer*, *Detroit News*, *New York Herald Tribune*, *New York Times* and *Philadelphia Inquirer*. Mr. Burnett, head of Leo Burnett Co., Chicago, was shown a copy of the ad the day before it was scheduled. He objected to what he said were misquotes, and asked for changes. *Business Week* instead ordered the ad canceled, but it was too late to pull it from the *New York Times* and *Herald Tribune*. These two dailies carried the ad.

■ Although Needham, Louis & Brorby is the *Business Week* agency, the publication scheduled the "open letter" direct.

Last week (AA, Dec. 7) Mr. Burnett sent a memo to the Magazine Publishers Assn. with an apology for making his remarks on an "inappropriate occasion" (a gathering to honor magazines for their help in the U.S. savings bond drive). He said the talk was not meant as a public criticism of magazines, but rather to point up new and broader opportunity for magazines. #

Doyle Inc. Switches Ads for Strongheart, Kit Kat to Lilienfeld

CHICAGO, Jan. 17—Doyle Inc., manufacturer of Strongheart dog food and Kit Kat cat food, will move its advertising account from D'Arcy Advertising Co. to Lilienfeld & Co. Jan. 1.

The termination of the three-year association with D'Arcy was by "mutual agreement," according to John Doyle, president of the company. The existence of differing views on marketing objectives held by client and agency was credited with causing the switch.

Doyle distributes nationally, and has plants in Momence, Ill., and Kansas City. Trade sources estimate the company spends between $250,000 and $500,000 annually for advertising. #

Ex-FCC Officials Lambaste FCC for Failure to Control

Fly, Durr, Cottone Hit FCC in Fund for Republic Report; Hyde Defends It

NEW YORK, Dec. 18—The Fund for the Republic will issue on Monday the transcripts of two discussions in which the Federal Communications Commission was criticized sharply for failing to insure that commercial broadcasters operate their stations in the public interest.

The criticism came from two former FCC commissioners, Clifford J. Durr and James L. Fly, and from Benedict P. Cottone, former general counsel of the FCC.

A different view of the FCC's responsibilities and problems was offered by Rosel Hyde, a present member of the FCC, who stated that the commission is "suffering from misunderstanding and lack of information about what it can do and what it does."

■ The discussion in which Messrs. Durr and Fly participated brought out the point that no station has ever had its license revoked for failing to comply with its public service responsibilities.

Robert M. Hutchins, president of the Fund, asked, "What happened to the old idea that you didn't have a property in radio or television, that you had nothing but a revocable license?"

Durr: "It's still in the law."

Fly: "That is still the basic principle, but actually an ordinary guy who has a radio or tv license has just as much permanence as a fee simple deed to the Empire State Bldg."

■ Mr. Fly, who was the FCC

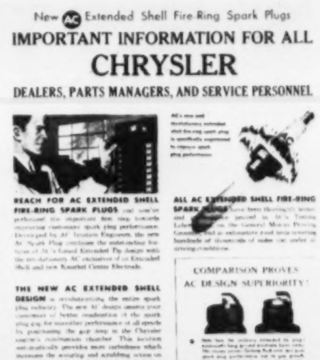
(Continued on Page 8)

GM Breaks Precedent by Mentioning Its Rivals in Plug Ads

DETROIT, Dec. 17—General Motors' AC spark plug division thinks so highly of its new extended shell fire-ring spark plugs that it will mention competitive products in its trade paper ads, thereby shattering a long-standing GM policy.

The ads will include headlines such as: "Important information for all Chrysler [or Ford] dealers, parts managers and service personnel."

AC advertising people say the decision was made because of special qualities of the new product and is not to be taken as heralding a broad new advertising campaign on AC's part. #



New AC Extended Shell Fire-Ring Spark Plugs

IMPORTANT INFORMATION FOR ALL

CHRYSLER

DEALERS, PARTS MANAGERS, AND SERVICE PERSONNEL

REACH FOR AC EXTENDED SHELL FIRE-RING SPARK PLUGS

THE NEW AC EXTENDED SHELL DESIGN

ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS

COMPARISON PROVES AC DESIGN SUPERIORITY!

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

RIVALS—*AC spark plug will use ads like this mentioning rivals.*

Highlights of This Week's Issue

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Business Week honors 11 companies that have advertised in the publication in each of its 30 years of operation ..... Page 40

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Cigar sales in 1959 increased 8.17% over 1958 ..... Page 56

Kirby Block & Co. retail department and specialty store study shows 25% of stores interviewed will increase their newspaper advertising budgets for the first four months of 1960 ..... Page 61

Speech given by **Raymond Rubicam**, retired founder and former head of Young & Rubicam, 22 years ago, gives pertinent observations on current ad problems ..... Page 65

Salton Mfg. Co. spends more in advertising this year than it rang up in total sales in 1955 ..... Page 80

Television program exporters form their own trade association, Television Program Export Assn. ..... Page 83

Newly formed Peitscher, Janda Associates will begin 1960 with anticipated billings of at least $2,700,000 ..... Page 86

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Hook Succeeds Rohrabaugh as Kudner President

Rohrabaugh Is Named Chairman; Watson Is Chosen New Exec VP

New York, Dec. 16—Charles R. Hook Jr., onetime deputy postmaster general, today was named president of the Kudner Agency. He succeeded C. M. Rohrabaugh, who moved up to board chairman and chief executive officer.

C. R. Hook Jr.

Robert Watson

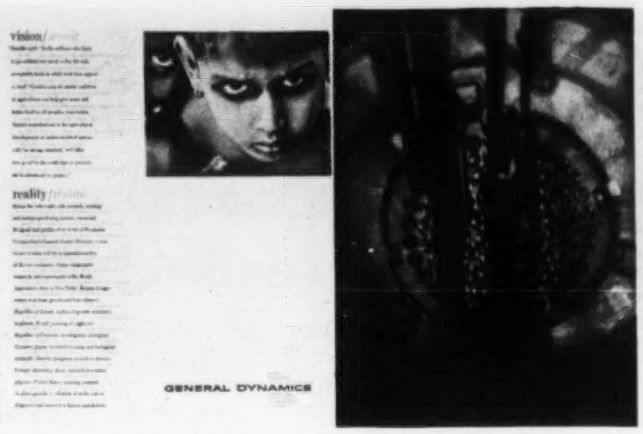
Robert M. Watson, former board chairman of Erwin Wasey, Ruthrauff & Ryan, who joined Kudner last April as a senior vp, was elected exec vp. Carl Phares Jr., who had been secretary and assistant treasurer, was named secretary and treasurer and a member of the board.

C. M. Rohrabaugh

Mr. Rohrabaugh told Advertising Age today that he had "a tentative target date of Oct. 1" for retirement from the agency, and "that's what I hope to do—although if the rest of the people here think it would not be a good move at that time I will probably accede to their wishes."

He added that today's realignment stemmed from a conviction that "this business ought to be perpetuated." He said that in recent years he has brought "good

(Continued on Page 57)



VISION & REALITY—*A picture of a gaunt, underfed Indian boy and a topside view of the Triga atomic reactor feature the opening spread in General Dynamics' corporate campaign.*

Television, Like Print, Should Be Free of Advertiser Control, Says Bell & Howell Exec

Chicago, Dec. 15—Sponsorship of television that permits freedom of communication from advertiser control—similar to the freedom from control traditional with newspapers and magazines—is not only providing significant programs, but is also proving very effective for Bell & Howell.

These observations were made today by Peter G. Peterson, exec vp of the camera manufacturer, and former McCann-Erickson executive.

Bell & Howell, which signed up to co-sponsor (with B. F. Goodrich Co.) six of the "CBS Reports" series as a test to see if thought-provoking information programs would be commercially feasible during prime evening time, has just added two more programs in January and February. The original schedule called for a program a month during October, November, December, March, April and May.

■ "We have absolutely no control, and certainly want none, over what is presented," Mr. Peterson said. He emphasized that no one at his company, for example, saw any part of the controversial "Population Explosion" before it appeared on tv. Nor has anyone seen "Iran—Brittle Ally," which will be shown on CBS Dec. 18, he said.

"This is as it should be," Mr. Peterson added. "No responsible company expects to have anything to say about what is run in the news or editorial columns of the newspapers and magazines in which it advertises.

"An advertising investment in these media is based on faith in the judgment and integrity of the editors, and in their ability to give the public information and entertainment that will attract the desired audience. This is the way tv must evolve if it is to fulfill its promise of significant importance as a communications medium," he said.

Mentioning the large number of inquiries received by the company and the public interest stirred up by the shows, Mr. Peterson commented that "nothing the company has previously done in the way of advertising has created so much comment from the public as well as from editors, thought leaders and dealers." #

BPA Auditing Moves Ahead of ABC 491 to 352 Among Business Publications, Meredith Says

New York, Dec. 16—While calling an Audit Bureau of Circulations audit "more comprehensive," a BBDO media executive said today that more business paper publishers are favoring Business Publications Audit of Circulations because it is possible to get a "finer breakdown" of circulation and to pinpoint markets faster.

BPA has passed ABC 491 to 352 in number of business publications audited, said Theodore Meredith, BBDO media supervisor, "because advertising people are demanding a more refined audit."

Elaborating on his talk at an Associated Business Publications round table last week, Mr. Meredith today compared the two auditing houses to the two-party political system in that they serve to "check" each other. He called this a healthy situation. Regardless of which auditing house, he said, "We don't buy from the statement alone"—it is only an indication of the audit and has to be substantiated by much research.

■ Mr. Meredith and John De Wolf, vp of G. M. Basford Co., New York, discussed the agency man's views on business paper research and promotion techniques.

Both men showed examples of sales promotion material received at their offices and agreed that the vast amount of it was "thrown in the round file." Of the 2,400 business papers, Mr. Meredith said, "you get good promotion material from fewer than 100."

Mr. De Wolf said he doesn't object to the use of research commercially, but added that research which presents "facts as they don't exist" and research which leaves the reader with conclusions he can't believe, usually backfires on the publishers.

Both agreed that to be useful to them research material should be concise and lucid and, above all, should "offer something new."

Genesee Brewing Names Two

Harold J. Wesch, formerly manager of market research of F. & M. Schaefer Brewing Co., Brooklyn, has joined Genesee Brewing Co., Rochester, N. Y., as manager of sales planning. Fred Davis, previously wholesale sales manager of West End Brewing Co., Utica, has joined Genesee as special staff assistant.

M. M. Montgomery Named 1st Woman VP of Henri, Hurst

Chicago, Dec. 15—Maid Marion Montgomery, account executive at Henri, Hurst & McDonald, has been named the first woman vp in the agency's 47-year history.

M. M. Montgomery

Miss Montgomery's new duties, in addition to her account supervisor responsibilities, will be to expand the agency's creative fashion and design services.

In another appointment, Miss Montgomery was named director of the House of Vision style committee. Miss Montgomery, who has supervised the House of Vision advertising for 18 years, recently as a Henri, Hurst executive and before that from her own agency, will head a committee which will select all glasses, frames, cases and gift merchandise. She also will act as merchandise manager of House of Vision's 27 offices in Chicago and midwestern states and direct promotion of the merchandise to personnel of branch offices.

Before joining Henri, Hurst in 1957, Miss Montgomery was cofounder and president of her own agency, Stubbs & Montgomery. She also has been fashion copywriter and director for retail stores and has worked for the *Pittsburgh Press*. #

General Dynamics Expands Corporate Ads in Consumer Publications for '60

New York, Dec. 15—General Dynamics Corp., the nation's No. 1 weapons maker, will greatly expand its corporate advertising program in 1960.

The institutional campaign, which kicked off this week with a four-color spread in *The Saturday Evening Post*, will call for an expenditure in excess of $1,000,000. This is considerably more than has ever been spent on this program.

General Dynamics, a large corporation in search of an image, has been running institutional advertising for some five years now. This advertising has been notable for its consistent use of abstract designs.

■ To establish its name in the scientific field, the corporation has taken every back cover in the monthly, *Scientific American*, for the past three years. The 1960 drive represents an extension of this program into mass circulation consumer publications.

International in scope, the 1960 campaign will have as its theme, "Vision & Reality." Ads will be designed to advance a corporate image of vision, scientific creativity and product achievement.

This first ad in the series features Triga, the corporation's new atomic reactor. Subsequent ads will present the Atlas ICBM, the supersonic B-58 jet bomber, nuclear-powered submarines and Convair's 880-600 commercial jet transports.

■ Each ad will carry a foreign language translation of the English copy. The Triga ad is in English and French. It leads off with a quote from Mahatma Gandhi, "To the millions who have to go without two meals a day the only acceptable form in which God dare appear is food," and goes on to make the point that atomic energy "can help give more and better food to all peoples everywhere."

The "reality" section of the ad notes that Triga will soon be in

(Continued on Page 35)

Beirn Quits Revlon, Takes General Development Post

New York, Dec. 15—F. Kenneth Beirn, who resigned the presidency of C. J. LaRoche & Co. to join Revlon Inc.—a LaRoche client—last March as vp in charge of advertising, has resigned to join a former client, General Development Corp., as a consultant.

F. Kenneth Beirn

There is no replacement for Mr. Beirn, who is the second man to hold that post this year. George Abrams resigned last February and subsequently joined Warner-Lambert Pharmaceutical Co.

E. W. Mandel, assistant to the president, is filling in the Beirn spot until a successor is found.

Revlon this week also announced the appointment of Erwin Spitzer as a group advertising manager, a new position. Mr. Spitzer was formerly vp and director of merchandising at Kudner Agency. His Revlon post is comparable with those of William Siegel and Sanford Buchsbaum.

Mr. Beirn first worked for General Development Corp., Florida land developer, in 1957, when the company switched its account from J. Walter Thompson Co. to Ruthrauff & Ryan, of which he was then president. In a public exchange of letters this week between him and Revlon's president, Charles Revson, Mr. Beirn wrote:

■ "If I weren't so emotionally and intellectually caught up in the

(Continued on Page 36)

Smith, Pelletier Head BBDO's New Montreal Operation

Montreal, Dec. 15—Colin J. Smith and Pierre Pelletier have been named to head Batten, Barton, Durstine & Osborn's new regional office here, at 1010 St. Catherine St. West. Mr. Smith, former assistant manager in Montreal for Brigden's Ltd., will be office manager, and Mr. Pelletier will be director of French services.

BBDO opened its first Canadian office in April, 1956, in Toronto. With the addition of the branch here, the agency said it would "increase its service to clients in Canada" and give "increased attention to the specialized French-speaking market."

Michael Hicks, vp and managing director of BBDO in Canada, is in charge of both offices. #

Hotpoint Hikes '60 Budget 14% to $4,000,000

Chicago, Dec. 15—Hotpoint Co. has set a $4,000,000 advertising budget for 1960, a $500,000 increase over the 1959 figure.

The kitchen-laundry appliance manufacturer announced its budget at a luncheon today held in conjunction with *The Saturday Evening Post*.

Magazines, spearheaded by 22 color pages in the *Post*, will carry "our major effort," according to Lee J. DiAngelo, manager of advertising and merchandising.

The *Post* schedule includes two spreads, and a third spread may be added later. *SEP* was the first national consumer magazine used by Hotpoint's predecessor, Pacific Electric Heating Co., in 1908.

■ Hotpoint's schedule of consumer magazines includes *American Home, Better Homes & Gardens, Ebony, Farm & Ranch, Good Housekeeping, Home Modernizing Guide, House Beautiful, Life, Living's New Guide, New Homes Guide, Parents' Magazine, Progressive Farmer, Successful Farming, Sunset Magazine* and *Time*. *Parade* and *This Week Magazine* also will be used in the national print campaign.

The trade paper schedule is similar to last year's, the company said. *Electrical Merchandising Week, Home Furnishings Daily, Mart* and *NARDA News* will carry the dealer promotion program. Home and builder publications scheduled are *American Builder, Building Products, Building Supply News, House & Home, Kitchen Business, NAHB Journal* and *Practical Builder*.

Hotpoint said its $4,000,000 budget is the second highest in its history. The company spent about $5,000,000 in 1955, its 50th anniversary year. Cooperative advertising by dealers and distributors will also reach about $4,000,000 next year.

Compton Advertising, Chicago, is the agency. #

Fulton, Morrissey Steps Up New Business Efforts; Facing 35% Billings Dip in '60

CHICAGO, Dec. 16—Despite the loss of several sizable accounts this year, Fulton, Morrissey Co. will show an increase in 1959 billings over those of 1958, when billings amounted to $5,417,393.

Jan Tangdelius

Jan Tangdelius, president of the agency, told ADVERTISING AGE that the agency will bill about $5,700,000 this year. He pointed out that most of the accounts which left the agency this year continued their billings through Dec. 31.

"Our account losses will show up in 1960," Mr. Tangdelius said. He estimated that if the agency gained or lost no accounts next year, billings would reach about $3,750,000. He said the agency's staff has been reduced from 40 to 33 but added that no more cuts in personnel will be made.

■ Fulton, Morrissey's business setback occurred in the past four months, when five accounts pulled out following the resignation of a vp, Robert C. Peitscher, who left to form his own agency (*see story on Page 86*).

The accounts included Lennox Industries and Lennox Industries Canada Ltd.; Allen B. Wrisley Co.; In-Sink-Erator Mfg. Co., Kennatrack Corp. and Silvercote Products. This business represented about 50% of total Fulton, Morrissey billings in 1958, Mr. Tangdelius said.

In addition, the agency lost three other accounts when the respective companies decided to consolidate their accounts into one-agency setups. The companies and their estimated billings included Curtis Companies Inc., ($200,000), Clinton, Ia., which went to Buchen Co.; the Autoyre division of Ekco Products Co. ($60,000), which switched to Dancer-Fitzgerald-Sample, and Harnischfeger Homes ($150,000), Port Washington, Wis., which moved to Hoffman & York.

■ On the bright side, the agency picked up the National Clay Pot Assn., Jackson, Mo., which bills about $100,000; National Retail Lumber Dealers Assn., Washington, D.C., with billings of about $200,000; an additional assignment from Goodyear Tire & Rubber Co. for a dealer-sponsored truck tire promotion (no billings estimate), and the National Assn. of Home Builders annual convention, with billings of about $10,000.

Mr. Tangdelius attributed the agency's gain in billings this year to increased budgets of clients. Looking ahead to next year, he said the agency would more than double its billings on Goodyear, and that other clients had approved higher ad budgets.

He predicted that the agency would step up new business solicitations next year, particularly in the "shelter field." He emphasized that Fulton, Morrissey has "no desire to merge or to sell to anyone" although he admitted that the agency has received 15 or 16 offers this year.

Stock in the agency is owned nearly equally by Mr. Tangdelius, John M. Kemper and B. George Pomfret. Mr. Tangdelius took over the top spot in the agency earlier this year, following the death of John Maynard (AA, Feb. 9). #

Regulatory Legislation on Outdoor Posters Stalled

Legislation to regulate outdoor advertising on Pennsylvania's highway system is evidently dead for this session of the Pennsylvania state legislature, Harrisburg. The House of Representatives has approved the regulatory legislation, but Sen. George N. Wade, chairman of the Senate Highways Committee, said he favored a resolution to investigate the proposal and report during the 1961 session of the legislature.

The bill, in effect, would have banned outdoor signs from along rural sections of the proposed 1,000 miles of interstate highway slated for the state under a federal road-building program. By setting up such regulations the state would have received an additional subsidy for road building over the next 13 years.

Bruder Buys Astor, Atlantic

Astor Pictures Corp., New York, and its subsidiary, Atlantic Television Co., tv film distributor, New York, have been sold by the estate of Robert Savini to Franklin F. Bruder, exec vp and director of City Stores Corp. and an investor in feature film productions. Mr. Bruder will serve as chairman of the board at Astor, while Fred Bellin will remain as Astor's president, and Alfred H. Morton will continue as president of Atlantic.

Maitland Elects Weisser

Frank J. Weisser, an accountant with Vic Maitland & Associates, Pittsburgh, since its inception in 1955, has been elected treasurer and a member of the agency's board of directors.

$15,000,000 Ticket . . .

W. R. Grace Sells Foster & Kleiser to Metropolitan

NEW YORK, Dec. 18—Foster & Kleiser, San Francisco, second largest U. S. outdoor advertising company, has been purchased by Metropolitan Broadcasting Corp. for $15,000,000. Final papers consummating the deal were signed last night.

Foster & Kleiser is owned by W. R. Grace & Co., which bought the big outdoor company in 1952 for $7,500,000—just half what it sold it for yesterday (AA, Oct. 20, '52).

In the absence of John W. Kluge, chairman and president of Metropolitan, the broadcasting company refused to confirm the sale. At the Grace office it was said that any announcement would have to be made by Metropolitan. At F&K's office here it was said that details about the negotiations would have to be released by the purchaser.

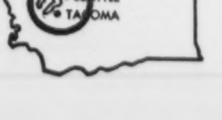
■ Metropolitan operates WNEW-TV, and WNEW here; WTTG, Washington, and WHK, Cleveland. Mr. Kluge and his associates own 14.35% of Metropolitan's stock. In addition, Mr. Kluge, a Washington food broker and real estate operator, has other broadcasting properties. He reportedly owns 73% of WKDA, Nashville radio station; 90% of WINE, Buffalo, and 100% of KNOK, Fort Worth. Mr. Kluge and his associates took over control of Metropolitan early this year, with the purchase of $4,000,000 worth of stock from Paramount Pictures Corp. (AA, Jan. 19). Paramount withdrew from participation in the formerly DuMont-owned stations.

■ Since its purchase of F&K seven years ago, Grace has virtually rebuilt the outdoor company's operations, which are concentrated on the Pacific Coast. It has sales offices in Chicago, Detroit and New York and is the second largest operator in the outdoor medium (General Outdoor Advertising Co. is the largest). #

SMIRNOFF
VODKA
SMIRNOFF
VODKA

M. L. STEVENSON, Seattle
representing
HEUBLEIN INC., DISTILLERS

"Tacoma market demands complete and separate coverage..." "A very large proportion of our products are consumed in the Tacoma Market," Mr. Stevenson says. "That area requires separate newspaper promotion and we've found that Seattle newspapers do not fill the bill. Therefore our products are consistently advertised in the Tacoma News Tribune."



Think Twice About Tacoma

Any way you look at it, Tacoma is an "A-Schedule" market • Only the News Tribune provides intensive coverage in the rich Tacoma market.

Circulation of the News Tribune is now nearly 85,000.

TACOMA NEWS TRIBUNE

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved — a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.

Controlled Product Sampling
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
IV 5-0660

*Fact Finders, Inc.

Like the immortal riders themselves, one **PONY EXPRESS** episode picks up where the last one left off. Running skirmishes with Indians, bushwhackers and the forces of nature over a 1,966-mile trail provide compelling action for scene after scene, episode after episode. The gripping dramas of **PONY EXPRESS** have no need for contrived situations. Their springboard for action and reality is indelibly inscribed in the history of the West.

NBC Television Films, a division of CNP California National Productions, Inc.

Crosby/Brown to Distribute 'Death Valley Days' Series

In a major syndication transaction involving U. S. Borax & Chemicals, and its agency, McCann-Erickson, Los Angeles, Crosby/Brown Productions, Los Angeles, has signed to handle distribution of the television series, "Death Valley Days." Under the terms of the contract, Crosby/-Brown will select 52 half-hour programs from the backlog of 140, which are solely owned by U. S. Borax. The series will be syndicated under the title "Pioneer Playhouse."

Hagen Moves to Hawaii

Ralph M. Hagen, vp, director and member of the executive committee of Gallup & Robinson, Princeton, N. J., research company, has resigned and will move to Hawaii in January where he will engage in research, sales, marketing and related activities. He will have offices at 1015 Bishop St., Honolulu.

'Wunderkind' . . .

Hamm Invades East in Buy of Gunther Brewing

Gunther, Fort Pitt Labels to Be Dropped; Accounts Lost to L&N, Goldman

BALTIMORE, Dec. 15—Theo. Hamm Brewing Co., St. Paul, has bought Gunther Brewing Co. here. No price was announced but the deal was reported as an outright purchase. The Gunther plant and other assets of the company will be taken over by Hamm Jan. 1. Negotiations between the two brewers were reported exclusively last week by ADVERTISING AGE (AA, Dec. 14).

Hamm will retire the Gunther label and also the Fort Pitt beer and ale labels shortly after the first of the year. The latter were leased to Gunther by Fort Pitt Industries (AA, Nov. 25, '57).

At Gunther's agency, Lennen & Newell, New York, it was said that with the retirement of the Gunther and Fort Pitt labels, it is not expected that Hamm Brewing Co. will require the services of L&N or of Goldman-Shoop, Pittsburgh, agency for Fort Pitt beer and ale. Hamm's agency is Campbell-Mithun, Minneapolis.

▪ The acquisition of Gunther will place Hamm in a potentially strong competitive position on the Atlantic seaboard. Although Gunther's capacity is 1,000,000 bbls. a year, during the past four years its sales have not exceeded 800,000 bbls. annually.

William Figge, president of Hamm, said his company intends to start a $10,000,000 building and modernization program over the next five years to improve the Gunther facilities. Gunther itself has spent $7,000,000 since 1954 for modernization.

The decision to locate in Baltimore, Mr. Figge said, was made as a result of a three-year study of marketing areas and opportunities to buy a modernized brewery in the East.

▪ Figures published by Research Co. of America show Gunther's sales in 1958 were 720,000 bbls.; 673,000 bbls. in '57; 800,000 bbls. each in '56 and '55, and 760,000 bbls. in '54.

During the past year Gunther's advertising budget has been $1,500,000. The larger part of this was put into broadcasts of all Baltimore Orioles home and road games on WBAL. However, the company has also used newspapers and extensive point of sale material.

Hamm, which in '58 ranked sixth among the 25 leading brewers in the U. S., had sales of 3,394,000 bbls. It was in fifth place in '57, with 3,376,000 bbls.; in sixth place in '56, with 3,324,000 bbls.; in seventh place in '55, with 3,071,824 bbls., and in eighth place in '54, with 2,249,433 bbls.

▪ The company was founded by the late Theodore Hamm in 1880 and was chartered as the present Minnesota corporation in 1937. In 1953 it bought the Rainier Brewing Co., San Francisco (AA, July 27, '53), which helped to boost Hamm into eighth place among the leading brewers in '54. In '57 Hamm purchased Rheingold Brewing Co., Los Angeles (AA, July 15, '57). The purchase hiked Hamm's production capacity to nearly 4,000,000 bbls., comparable to that of Ballantine (3,967,000) and Falstaff (3,870,000), third and fourth ranking brewers.

The St. Paul brewer invested an estimated $6,500,000 in advertising in '58, including $4,688,642 in measured media. Of this, $184,982 was invested in newspapers; $366,480 in network tv; $1,690,180 in spot tv; $650,000 in spot radio, and $1,797,000 in outdoor.

It is interesting to note that Baltimore is the city where Carling Brewing Co. is building a $16,000,000 brewery. Carling reportedly is Hamm's closest rival among regional brewers. Carling's Red Cap ale and Black Label beer have been extensively pushed in the last few years.

▪ "Hamm and Carling," the current issue of *Modern Brewery Age* says, "are the 'wonder children' of the industry, having grown to preeminence from well down on the list as recently as World War II. Hamm's achievement may be regarded in some ways as even more spectacular than that of Carling, since the St. Paul brewer did not have Carling's powerful foreign financing." Carling is owned by Canadian Breweries Ltd., Toronto.

Market observers point out that with Schlitz and Anheuser-Busch bidding for southern markets with their new Tampa breweries, and with Carling established in Atlanta and Natick, Mass., Hamm's entry into Baltimore is a vital and strategic move. It may enable Hamm to make headway in the East before Carling has firmly established itself in this area. There isn't much more area for a major brewer to get started in the East. Ballantine and Pabst, in addition to Piel, Liebmann and Schaefer, are well established in the greater New York market area, and make a hard combination to buck.

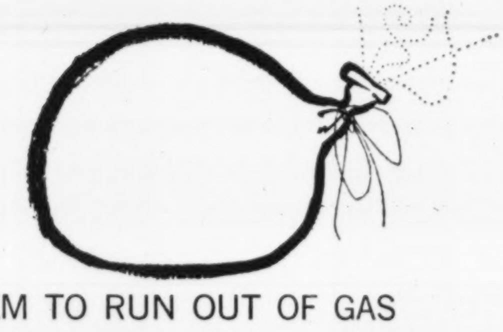
Joseph H. Friedman, editor of *Modern Brewery Age*, recently pointed out that the big brewery industry story for the 1960s is likely to be Carling and Hamm's efforts to break into the top rank in eastern markets versus Anheuser-Busch and Schlitz. Falstaff is another brewer that is expected to show marked growth. The often killed rumor of a Falstaff merger with Miller may be revived again during the next few years, some observers believe. #

Doubleday Publishes Book on Successful Selling Ideas

Doubleday & Co., New York, has published "Casebook of Successful Ideas for Advertising & Selling." Written by Samm Sinclair Baker, the book is designed as a workbook of advertising-selling-marketing-promotion ideas.

Included in the book are chapters on using word and thought "magic" to create big ideas, creating the basic over-all themes, the creation of new ideas to re-energize old products, and how to get results from research. Price is $3.95.

DOES YOUR STORY



SEEM TO RUN OUT OF GAS

BY THE TIME IT REACHES

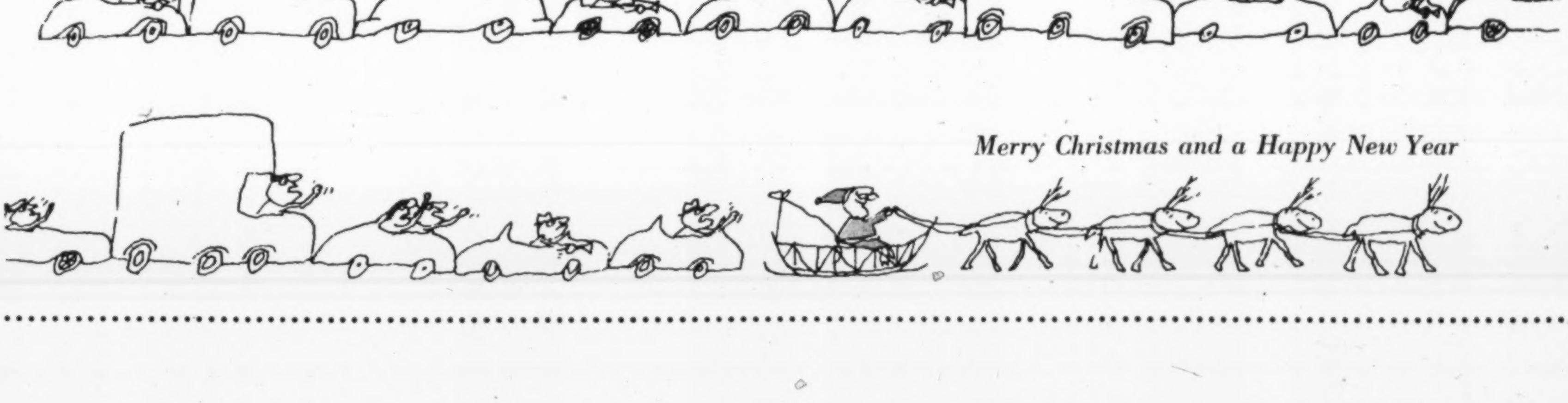
THE PROSPECTS WHO HAVE YOU UNDER CONSIDERATION?

Perhaps a little more excitement is needed in the visual side of your presentation. We'd like to help you produce it.

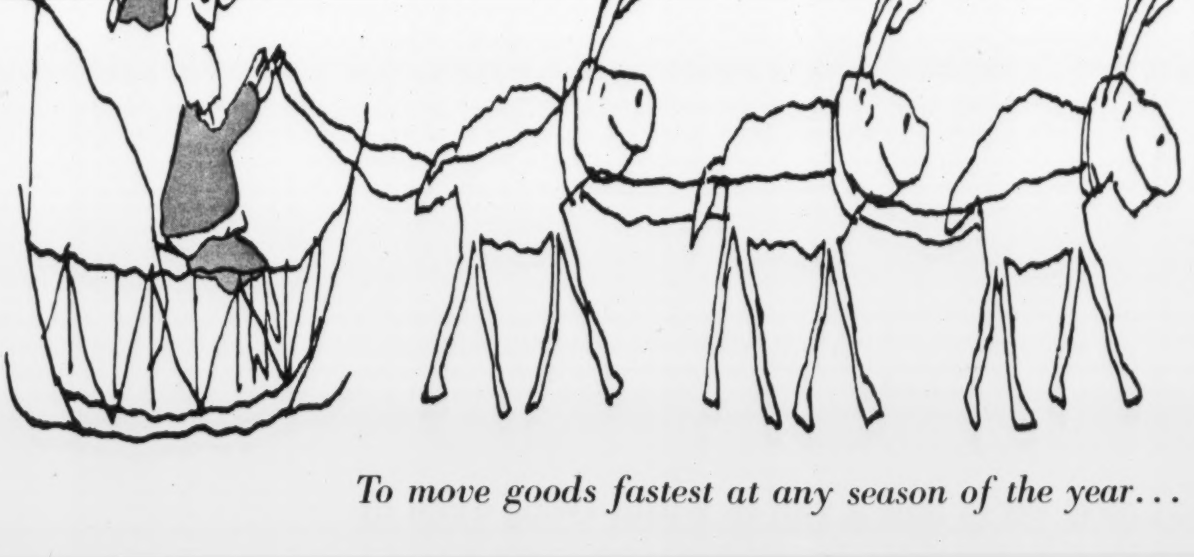
The JAM HANDY Organization
NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

PROMOTION • COMMUNICATION • TRAINING • PRESENTATIONS OF IDEAS • INFORMATION • INSTRUCTION • INSPIRATION

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757



Merry Christmas and a Happy New Year



To move goods fastest at any season of the year...

This Week
MAGAZINE

Ban Ads Are Less Offensive Now, Hartenbower Says

(Continued from Page 1)

deal with the programming and advertising problems which a parade of witnesses from educational, religious and other groups have stressed in testimony before the commission during the past two weeks.

■ His defense of the code was interrupted briefly by Ashbrook Bryant, FCC staff attorney directing the commission's investigation, who asked how the industry justifies such commercials as the current Greek statue armpit promotion (for Ban, a Bristol-Myers product handled through Ogilvy, Benson & Mather).

He abandoned the line of questioning when Mr. McGannon told him that that commercial was currently before the code board for consideration.

■ Later, E. K. Hartenbower, general manager, KCMO-TV, Kansas City, chairman of the code review board's subcommittee on personal products advertising, told ADVERTISING AGE that the Ban commercial actually has provided a good example of successful consultation between the code board and the networks and advertisers.

"The original version could easily be considered offensive," he said. "But the version used on 'Alfred Hitchcock Presents' last Sunday was a vast improvement.

"This really shows what can be achieved by network continuity clearance departments when matters of taste are called to their attention."

■ Flanked by other members of the code review board, Mr. McGannon recited intensified activity in 1959, including the crackdown on hemorrhoid remedy ads, the promotion of "guides" for personal product advertising and the recent code changes directed at rigged programs and "payola." He stressed recent step-ups in monitoring of commercials and important progress toward obtaining code adherence from film producers. As a measure of the board's determination he noted it had met nine times since April and was meeting here again this weekend.

Rejecting the suggestion that rigging is typical tv behavior he argued, "This industry is as responsible as any group you could find. Just as, unfortunately, the acts of individual members will taint and impugn the responsibility and creditability of government agencies and business organizations, so too is broadcasting affected."

■ To quiet FCC concern over lack of industry participation in code activity, he reported the number of code subscribers reached a record 323 today compared with 269 three weeks ago, and 302 earlier this week. The previous peak was 307 before the "Preparation H" crackdown last spring.

Mr. McGannon reviewed in detail the board's decision to stand firm on hemorrhoid remedies, a decision which resulted in the resignation of 16 stations and revocation of the seal from 19. Noting that 46 stations decided to drop the hemorrhoid spots rather than give up the seal, Mr. McGannon said the loss of membership was severe "but in my opinion there was a corresponding enhancement and solidification of the code's effectiveness and position."

■ Reporting strong pledges of support from top officials of the networks and a good reaction from advertisers, Mr. Hartenbower said in a separate statement that his subcommittee's work with the personal products advertising guides demonstrates beyond a doubt voluntary self-regulation does work.

He emphasized that improvements in commercials obtained through cooperation with network continuity departments indirectly influenced the commercial content of the entire industry to a far greater extent than membership would indicate.

Of 524 commercial stations, he pointed out, at least 500 have a network affiliation. But in addition to network commercial material an estimated 80% of the total national spots also clears through the network offices before it can appear on network owned and operated stations.

■ Mr. McGannon said more stations might join the code if FCC could get assurance that code adherence would not expose them to anti-trust attack. As a partial reassurance Chairman Doerfer reported he had just received an encouraging letter from Attorney General William P. Rogers.

Chairman Doerfer had proposed a joint statement that good faith adherence in a code to eliminate all forms of deceit and poor taste would not violate any anti-trust law, so long as they are not used as a means to accomplish illegal agreements or practices. In reply, the Attorney General said he was confident such codes can be used. "If the broadcasters believe that any particular provision of an existing or proposed code involves possible conflicts with anti-trust law," he wrote, "I am sure that these questions can be satisfactorily resolved through appropriate consultation with the responsible officers of the anti-trust division."

Martin Reddington, Pioneer Outdoor Ad Creator, Dies at 79

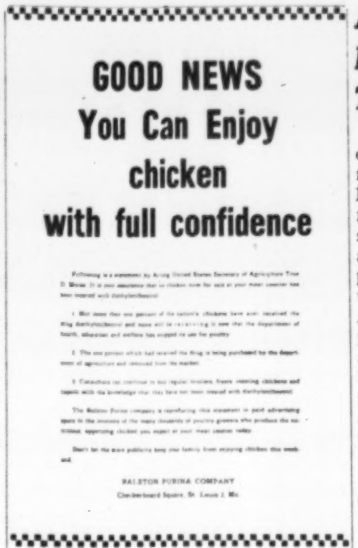
NEW YORK, Dec. 16—Martin F. Reddington, 79, former advertising executive, died in Doctors Hospital here Saturday. He had entered the hospital about a week previously for surgery.

According to a close associate who worked with him at the time, Mr. Reddington originated the ad slogans, "I'd walk a mile for a Camel" and "Schoolgirl complexion," for Palmolive, at the end of World War I while at the Poster Advertising Inc., of which he was a founder. ADVERTISING AGE (Oct. 20, '58) found, however, there is no clearcut record of how or by whom the "walk a mile" slogan was originated. Poster became General Outdoor Advertising Co., where Mr. Reddington served for more than a decade. He was a vp of General Outdoor when he left to form his own agency, bearing his name, in 1928.

He operated M. F. Reddington—handling such accounts as Standard Oil Co. (New Jersey), Buick and R. J. Reynolds Tobacco Co.—until he retired in 1931, dissolving the agency. #

Allen, Dorsey Gains Two

Hoffman Electronics Corp.'s Semiconductor division, El Monte, Cal., has appointed Allen, Dorsey & Hatfield, Los Angeles, to handle its advertising. Sander Rodkin Advertising, Chicago, formerly handled the account. The division recently moved its marketing staff to El Monte from Evanston, Ill. Lewis E. Hatfield will be the account supervisor when the agency takes over the account Jan. 1. Allen, Dorsey also has acquired the account of Hycon Mfg. Co., Pasadena, Cal., producer of electronic testing systems and communications systems.



GOOD NEWS
You Can Enjoy
chicken
with full confidence

RALSTON PURINA COMPANY

ASSURANCE—*Ralston Purina Co., St. Louis, largest feed manufacturer in the country, placed this ad in newspapers in 20 top markets and five broiler-producing areas Dec. 18. The Food & Drug Administration said earlier that it was investigating the use of diethylstilbestrol, which may be harmful, in fattening poultry. Gardner Advertising Co., St. Louis, placed the ad.*

Necco Moves to K&E After 14 Years at LaRoche

Management Revamp, K&E Boston Office Factors in $1,000,000 Switch

CAMBRIDGE, MASS., Dec. 18—The $1,000,000 Necco account has gone to Kenyon & Eckhardt.

New England Confectionery Co., which mailed a 13-point questionnaire to 22 agencies last October (AA, Nov. 2), today named K&E to succeed C. J. LaRoche & Co., effective next April.

LaRoche has handled the candy account for 14 years. The final choice—after returns from 11 agencies had been screened and five had been interviewed—was between K&E and LaRoche.

K&E's questionnaire return ran to some 30 pages. One of the factors in its selection was its Boston office. Proctor A. Coffin, general merchandising manager of Necco, said today the company wanted the advantage of a "close day-to-day relationship."

Mr. Coffin refused to name any of the other contending agencies. Gardner Advertising Co. and Sullivan, Stauffer, Colwell & Bayles reportedly were under consideration. Batten, Barton, Durstine & Osborn was interested early in the game but later dropped out.

■ Necco, a full-line candy company with a volume of $20,000,000, has been going through an internal reorganization.

The Necco acquisition caps a strong comeback for K&E. Since getting its termination notice from Radio Corp. of America last summer, the agency has added Eastside beer (Pabst Brewing Co.), Dinner-Redy meats (Lever Bros.) and Richardson & Robbins (William Underwood Co.). #

Pemco Boosts Clarke

Pemco Corp., Baltimore manufacturer of porcelain enamel and ceramic frits, inorganic pigments, and vitrifiable glass colors, has appointed Mrs. Boone Strickland-Clarke director of advertising and sales promotion. Mrs. Clarke was formerly advertising manager.

Appeals Court Says Railroads Must Pay Truckers Damages

PHILADELPHIA, Dec. 17—The U.S. circuit court of appeals here has ruled that the Eastern Railroads Presidents' Conference and its pr representative, Carl Byoir & Associates, will have to go ahead and pay triple damages of $652,074 plus $200,000 in attorney's fees, to the Pennsylvania Motor Truck Assn. The railroad group had appealed the awarding of the damages to the truckers in July, 1958, by the U.S. district court. One railroad—the Pennsylvania Railroad, a member of the conference—said it would appeal to the U.S. Supreme Court.

The suit was filed by the truckers' association—representing 37 trucking companies—in 1953, charging the railroads with a conspiracy to drive long distance truckers out of business and asking $250,000,000 in treble damages. The suit also named the Byoir pr organization.

■ In turn, the railroads filed a countersuit for $120,000,000 in treble damages after a former Byoir secretary revealed she had information from the Byoir files relating to the suit.

In the course of the suit, Byoir revealed that in 1952 it had spent $1,000,000 for the railroad group in two separate drives: one, to create a climate of public opinion favorable to less regulation of the railroads, and two, to obtain legislation in New Jersey, New York and Ohio which would require truckers to pay more for using state highways (AA, May 11, '53, et seq.). #

Rep. Celler Plans Bill for FCC Curb on Media Monopolies

WASHINGTON, Dec. 16—Rep. Emanuel Celler (D., N. Y.), chairman of the House judiciary committee, announced today that he plans to introduce legislation requiring the Federal Communications Commission to eliminate situations where ownership of press and broadcast stations in a particular community is concentrated in a few hands.

The congressman said his legislation will not be directed against newspaper ownership of tv or radio *per se*. "It is directed," he said, "at those situations where the press of a community also controls a substantial portion of the tv and radio available to the community."

He said his bill will deal with renewal of existing licenses as well as the grant of new ones. "Heretofore," he said, "the renewal of licenses has been virtually automatic. This has given rise to the false notion that a license is equivalent to ownership. The FCC would do well to give great weight to the principle of diversity of control of communications media, both in granting new licenses and in considering applications for renewals." #

Cockfield, Brown Adds Two

Louis Garfinkel & Co. Ltd., Montreal manufacturing agent in Canada for Spoolies and other hair curlers, and the Oil Heating Assn. of Montreal have appointed Cockfield, Brown & Co. to handle their advertising.

Hanley Moves to Hill

Hanley Co., Pittsburgh manufacturer of Duramic glazed brick and tile, unglazed faced brick and Impervo brick and tile, has appointed Albert P. Hill Co., Pittsburgh, to handle its advertising, effective Jan. 1.

Ex-FCC Officials Lambaste FCC for Failure to Control

(Continued from Page 2)

chairman from 1939 to 1944, asserted that the present commission seems to take the view that it "is just an electronic traffic cop." Mr. Durr said that the FCC "Blue Book"—popular title of a booklet issued by the FCC in 1946 as "Public Service Responsibility of Broader Licensees"—on program standards has never really been enforced and he pointed out that in practice, "the man who gets the station is often the man willing to stretch the truth the farthest."

Mr. Cottone asserted that the FCC has, by law and court-established precedent, a major responsibility for programming, but has refused to accept this responsibility or paid only lip-service to it.

■ Mr. Hyde, the FCC commissioner, expressed opposition to more stringent program regulation by the FCC. As a matter of fact, he advocated *less* regulation.

"Frankly," he said, "if I thought it would do any significant amount of good, I would push for more stringent application of these tests. I am doubtful whether holding them to strict accountability as to divisions of programming, percentages of commercial and all that actually would result in the improved service to the public that one would desire.

"I am thinking more and more—and this is just a personal viewpoint—that we ought to put less and less emphasis on the examination and insistence upon programming in certain categories, and show more interest in finding out what the licensee might be doing in developing new ideas, exercising his imagination."

Mr. Hyde indicated that the commission construes its responsibility as one of emphasizing competition in the industry "instead of close scrutiny of programs."

The commissioner asked, "If the commission, in a statement of policy of attempted regulation, attempts to give any direction whatsoever to how you go about the task of serving the public interest, aren't we interfering with the free play of competitive forces?"

■ Messrs. Durr and Fly both commented on the pressures networks have brought to bear on local stations. Mr. Fly asserted that "for decades the networks have done exactly as they wanted to. . . They have ruled the stations as they saw fit to do." And he added that it might be helpful if the FCC could control the licensing of networks. "I think it is good for a network to feel that it's under a certain coercive authority," he said.

Advertising also came in for its lumps at the hands of the two ex-commissioners. Mr. Durr agreed with Mr. Fly's statement that "the dominant advertisers, through the agencies, exert tremendous power over programming both nationally and locally."

■ Mr. Durr asked whether it wouldn't "be feasible by law or regulation of some kind to say that the station can only sell time for the commercial message and that the entire production responsibility rests with the station? Wouldn't the stations then, in an effort to appeal to advertisers, be concerned with producing good shows?"

Single copies of the Fund's report, "Broadcasting and Government Regulation in a Free Society," are available without charge from the fund at 133 E. 54th St., New York.

HIGHEST

Post readers have the highest
median income…

…and the lowest median age
in the general weekly field

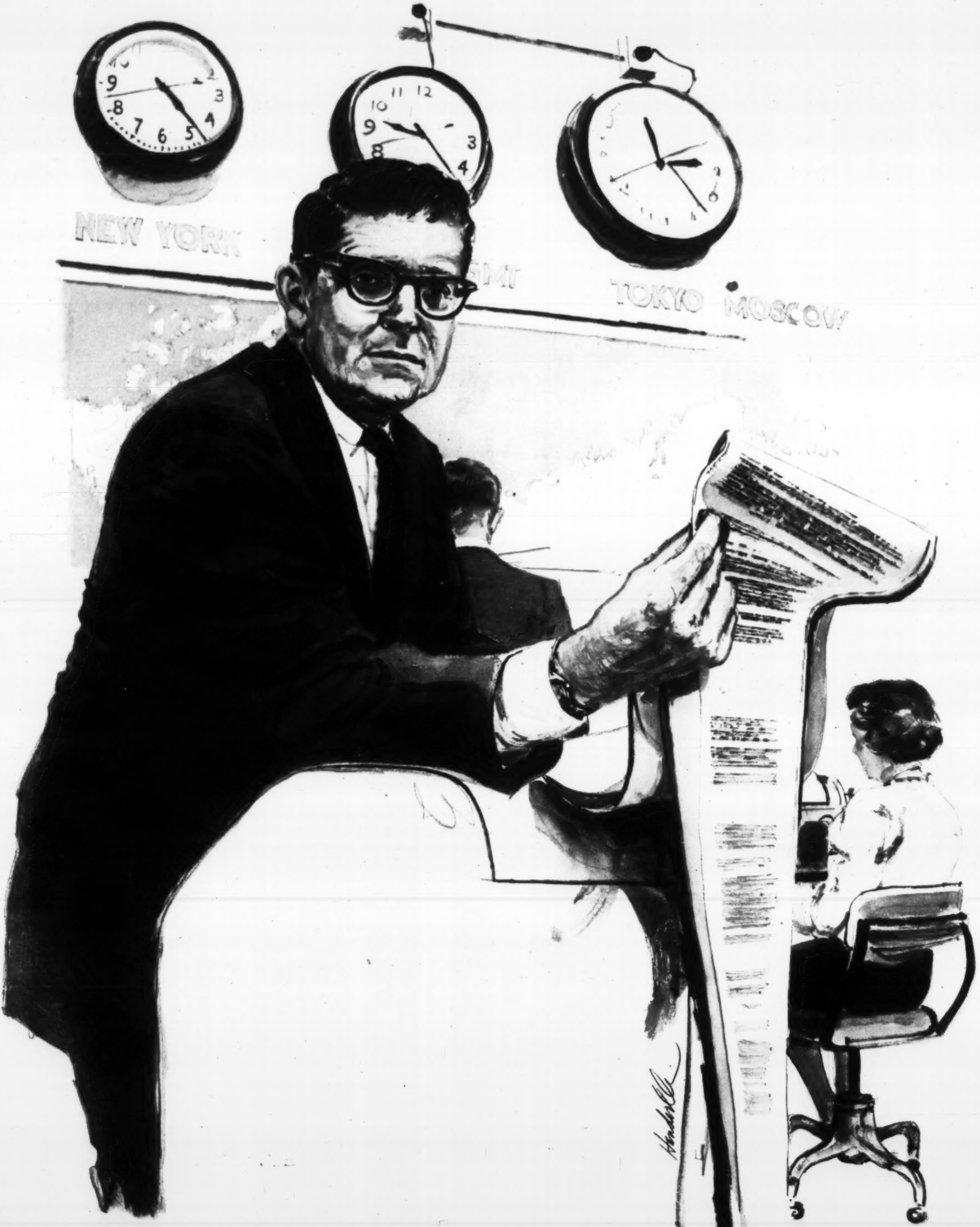
LOWEST

Aren't these young moneyed people the ones you want exposed to your ad? These are the readers who turn and return to your ad page in the Post more than 29 million times each issue. That's Hi-Frequency Ad Page Exposure!

A CURTIS MAGAZINE

The Saturday Evening
POST

Sell the
Post-Influentials
. . . with
HI-FREQUENCY
Ad Page
Exposure!


NEW YORK
GMT
TOKYO
MOSCOW

"THIS IS SANDERS IN TOKYO... GIBSON IN MOSCOW... MARASHIAN FROM BEIRUT..."

Business news, so important to you and your customers, may be made at any moment at any mark on the globe. We are there, ready to report it accurately and succinctly to more than a million key men in business and industry who pay to read our publications. Through our World News Bureaus, business news streams in via teletype, telephone, cable, airmail. Like this:

"**Sanders in Tokyo,** exclusive to NUCLEONICS . . . a highly competitive situation has just erupted between American and British reactor suppliers. Technical debate is now raging between the exponents of the two systems. Effect on Japanese reactor program can be . . ."

"**This is Gibson in Moscow,** special to CHEMICAL WEEK, PURCHASING WEEK, BUSINESS WEEK . . . I have just talked with an American businessman here who is interested in making a sizable purchase of Russian sulphite. Prices could stagger the international market, and . . ."

"**Marashian from Beirut,** urgent to PETROLEUM WEEK . . . This is a minute-by-minute record of a highly secret meeting of native leaders here at the Arab Oil Congress. The possible repercussions to American oil interests are considerable . . ."

These are only three of the sixty-five staff correspondents who report to McGraw-Hill editors from eight foreign news bureaus and nine domestic news bureaus, supplemented by correspondents in one hundred and twenty-four other key cities here and abroad. They file more than a quarter of a million words a week—news of business and industry, and the economic and political events affecting them. No other publisher we know of does this. But then, no other publisher has such a sizable responsibility to so many businessmen like yourself.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

The Editorial Viewpoint . . .

This Is Confusion Week

Most of the time, editorial writers—like political dictators and leaders of religious sects—refuse even to entertain the notion that they might be human or fallible. Serene in their exalted position, they charge onward, sure of their judgments and pronouncements, armed with the righteous certainty that they see the road ahead with god-like clarity.

But every once in a while even editorial writers must experience a sense of frustration, when their particular world seems to be going off in all directions at once, and when the road ahead seems temporarily beclouded by a dense fog.

This is our week for such un-editorial-like doubt. And the immediate reason is the advertising-marketing news out of Washington last week, and the reactions to that news.

We read about Food & Drug Administration's "warning" to salad dressing people about cholesterol claims, and we prepare to drop a couple of bolts of editorial lightning on the heads of Health, Education & Welfare's Arthur Flemming and F&DA's George Larrick for usurping their authority. They may be right, it seems to us, to issue a mild warning against too sweeping claims, but why should a salad dressing or cooking oil that does not have animal fats in it be prevented in any way from making a sales point out of this fact, if (as is currently the case) there is considerable concern over the possibility of animal fats building up the cholesterol content of the blood? And after re-reading all the reports, we still feel that Food & Drug is being more than a little arbitrary.

But then we move over to the FTC and its complaint against Life cigarets and its advertising agency, and we really get confused. We get confused over FTC complaining about the tv demonstration that shows the Life filter holding out after a competitive one has given up. "The complaint," our story says, "does not make any allegation with respect to the comparative effectiveness of the Life filter, but it contends the demonstration does not prove what it purports to prove."

That leaves us pretty annoyed at FTC. But then we look at the Life newspaper ad which was also cited, with its headline: "New Filter Cigarette Ratings on File with U. S. Government—New Cigarette Found Lowest in Tar, Nicotine." And we read the copy (complete except for the main headline and box score by brands) shown here. Then we learn—not from reading the copy—that this ad is the result of an FTC request to Brown & Williamson to file its findings on the nicotine and tar content of Life cigarets and other leading brands. And then we hear some guff on tv, about "newspapers all over the country" are printing the facts.

We note that William S. Cutchins, president of Brown & Williamson, says that "everything my company has said in its advertising has been factual; it was open and aboveboard . . . Our commercials have not implied or insinuated that the figures were approved by the U. S. government; they only mention the fact that we filed the figures. If the public goes away with any other idea, then I don't understand it."

Read the copy shown here once again, Mr. Cutchins, or look at those commercials. Do you think any reader will easily translate it into the intelligence that FTC asked B&W to file a report, and that B&W did so?

We are confused; *and* distressed.

New Cigarette Found Lowest in Tar, Nicotine

Washington, D. C.: The United States Government has just received a special report which shows that a new filter cigarette – today's new Life – has achieved the least tar and nicotine ever attained. This report, filed with the government in the public interest, supersedes all previous ratings.

Achieves Least Tar, Nicotine

Following accepted research practice, the table shown at left omits all brand names except the one lowest in tar and nicotine – new Life. One of the scientists who developed new Life, Mr. Thomas Wade, said in an interview:

"This new advance was largely due to one factor – the super-absorbent Millecel Filter developed for Life Cigarettes. With this new filter, Life has been able to achieve the least tar and nicotine of any cigarette made, as shown by the filter ratings on file with the U.S. Government."

Report to Government Welcomed

Life has set a new standard of tar and nicotine reduction. Life scientists have also developed new taste enrichment which delivers full flavor never before possible in a filter cigarette.

Smokers, acting on the new ratings filed with the U.S. Government, are changing to new Life . . . for the least tar and nicotine in history.

©1959, Brown & Williamson Tobacco Corp.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Lew Slye, E. R. Hollingsworth & Associates, Rockford, Ill.

"It's a whodunit sponsored by a cigaret company. They always catch the villain just in the nicotine."

This Guy's a Riot!

Don't misunderstand us. We don't go along with all the "listener" groups who think television should confine itself to discussions of bird watching, esoteric debates about incomprehensible art, and the like. And we personally happen to be a died-in-the-saddle Western fan.

But this still leaves us with a face red from sympathetic embarrassment when we learn that FCC Chairman John Doerfer answers complaints about violence on tv with the interesting intelligence that "Hamlet" has more violence in it than one is likely to see in any Western.

How true! And how sad it would be if Hamlet were played on tv 23 times every week.

# # #

What They're Saying . . .

The Advertising Culture?

For one thing, I think, we have come by insensible stages to the point of denying that serious problems still exist in this nation. With the single exception of juvenile delinquency (all too often considered not as a problem demanding solution but as a convenient theme for comic books, cheap novels, worse movies, and self-satisfied head-shaking), we have resolutely determined—influenced perhaps more than we realize by the ceaseless cajoling of the advertising culture—to look only on the sunny side of things, to believe indeed that if there is a dark side it exists only in the shadow cast by the Iron Curtain, or in the pathetically underdeveloped lands.

. . . The plain fact is that the man on the line today is a world away from the man who made the Model Ts. A substantial proportion of the factory workers of the '50s have had some secondary education; many are high school graduates.

What is more, they have been saturated with the propaganda of the mass media. They have accepted the prevailing values, they know what success means in American terms, and they are bitterly aware that they are trapped on the bottom of the heap.

—**Harvey Swados** in an article in **Saturday Review, Dec. 12.**

Skip the Coffee Break

Well, the truth is that our market is the human stomach. It will only hold so much at one time. Our market is limited by the human capacity to consume liquids. And for many years the number of drinks of all kinds that the average consumer drinks in a month has hovered around 185.

The only way we can make our sales *soar* is to induce in more people greater preference for carbonated beverages than for other beverages.

—**W. H. Glenn, president, Royal Crown Cola Co., speaking at the 1959 ABCB convention in St. Louis.**

Rough Proofs

James T. Aubrey Jr., the new president of CBS-TV, is a chip off the old block, and there is another chip working the same side of the street for NBC.

•

"Wanted: copywriter who reads as well as writes," says an agency ad.

And his suggested reading might include the classics, the current best sellers and the top-rated copy of competing ad shops.

•

With the FTC citing a Bates account man in its complaint against Life cigarets, it's all too evident that the perils of the ad business now include something even more painful than ulcers.

•

Fax Cone wonders why advertisers like a system in which one tv program gets a rating of 30, and the one that follows a 13.

They say everybody is a gambler at heart.

•

Rep. Bob Wilson, the California advertising man who also knows his politics, thinks aspiring candidates would make good agency clients.

Only trouble is, in politics there's no "share of market" for the also-ran.

•

The Department of Agriculture is trying to repair the damage to the cranberry growers by plugging a Christmas cocktail made of ginger ale and cranberry juice, but while drinking it the industry leaders will still see red.

•

An insurance agency man is advertising to persuade advertising execs to try his field. He thinks they might make a lot more money with a lot less publicity.

•

"Mutual Benefit Names Donahue & Coe," headlines the world's greatest advertising journal.

And the parties concerned trust that the benefits of the relationship will turn out to be truly mutual.

•

Words like cholesterol, formerly the exclusive property of medical men and nutrition experts, are now part of the advertising vocabulary as the result of hassles between food advertisers and the FDA.

•

J. A. McCullom thinks business gifts are just another fine expression of the Christmas spirit.

Only a Scrooge would deny a deserving purchasing agent a small remembrance from a grateful supplier.

•

One way to step up readership of advertising promotion is being used by WWL-TV, which decorates its ads with famous New Orleans recipes like the one describing the concoction of crepes suzette soufflees.

•

Don Carter is again the world's champion bowler, and his $5,000 take compares favorably with that of members of championship teams in baseball and football.

COPY CUB.

In the Washington, D. C., metropolitan area

65% of all men and

64% of all women read

The Washington Post.

More men and more women read

The Washington Post

than read both other

newspapers combined.

Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

FROM COMICS TO CATALOGS!
...for PENNIES...in FOUR COLORS!

THE BEST IN LOW COST PRINTING!

More and more production and advertising men all over the country make Pioneer their first—and last—call for fine quality large quantity printing.

- CATALOGS
- FLYERS
- BROCHURES
- CIRCULARS
- COMIC BOOKS
- THROW-AWAYS

Send us your next job for a quick—accurate estimate . . . or let us consult with you and save you money from the very beginning.

PIONEER PUBLISHING

ROTARY LETTERPRESS PRINTING

PIONEER PUBLISHING CO.
100 So. Kenilworth Avenue, Oak Park, Illinois
Mansfield 6-3800

New Chicago 'Red Book' Published by Donnelley

A new 2,330-page edition of the Chicago Red Book, described as the "nation's largest classified telephone directory," is being distributed by Reuben H. Donnelley Corp., Chicago directory publisher.

The new directory lists more than 164,000 business subscribers and contains some 3,000 different business classifications. Some new classifications are "ultrasonic equipment and supplies," "nuclear equipment," "mutual funds," "voting equipment and supplies," "shoplifting prevention devices," "flocking" and "air raid protection and supplies."

Two Allenger Partners Retire

Gerald Seskin, a partner in Allenger Advertising Agency, Brookline, Mass., has bought the interests of two other partners, Lenid Corlin and Allan Hackel, and is now the sole proprietor of the agency. Mr. Corlin and Mr. Hackel have retired.

TvB's McNiff Ascribes Attacks on TV to Media Rivalry

HOLLYWOOD, Dec. 15—The current ruckus about television results from the "great strength" of the tv industry, and to the press going after tv because of its increasing share of the advertising dollar, declared Walter McNiff, western director of the Television Bureau of Advertising, speaking before the Hollywood Advertising Club last week.

Since 1949, television advertising volume has risen from $58,000,000 to $1.4 billion in 1958, he said. "No wonder we are getting hit by our friends, the newspapers."

In answer to the question: "Are current charges originating with the competition?" he said: "TvB thinks so." Mr. McNiff noted that many publishers have the policy of "slugging tv every chance they get." Some newspapers still do not carry tv logs, he observed.

It is true, he said, that many headline hunters have joined in the fray. He reported that in conversation with leading agency men he gets the opinion that what has happened so far will not hurt tv. But, when Congress meets in January, there will be a veritable donnybrook by those seeking to make political hay, he asserted.

Mr. McNiff warned that although current investigations will mainly concern tv, "there are master overtones of anti-advertising attacks which should be watched."

■ A second speaker, Selig Seligman, vp and general manager of KABC-TV, Los Angeles, said he thinks the present hullabaloo about tv may have started as a competitive struggle, but it has gone far beyond that. One result is the public, though not sure of what it is all about, wants to do something about it.

There is a general feeling, Mr. Seligman said, that the success of programs will no longer be judged on audiences attracted alone. But, along with this comes the feeling of some that such things as censorship, government regulation, government broadcasting and program czars are desirable, he warned.

Any of these ideas represents "an entirely different form of government and political orientation," he said. #

Smith, Hagel Adds Two Accounts; Names Three to Staff

Staplex Co., Brooklyn, manufacturer of electric air samplers and automatic and semi-automatic staplers, has appointed Smith, Hagel & Knudsen, New York, for advertising, marketing, and public relations, effective Jan. 1. Lee Keeler Inc., Philadelphia, is the previous agency of record. Smith, Hagel also has been named to handle advertising for Sumo Pumps Inc., Stamford, Conn., maker of submersible water pumps, effective Jan. 1. Hazard Advertising formerly had the account.

Smith, Hagel has named Irwin Einbinder, formerly with Foote, Cone & Belding, New York, traffic manager, succeeding Donald Gilbert, who moved to FC&B. Smith, Hagel also has named Hewitt V. Penney, formerly with Kelly Nason Inc., an account executive on Flex-Vac division of Standard Packaging and Dorothy Davis Smith, formerly with Rockmore Co., a copywriter.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
YOUR NAME
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

The Boston Daily Globe
Will America 'Dare To Be Rich?'
NOW HERE'S AIR CONDITIONING
Hint New Red Offer On Berlin
Plan Calls For Allies To Withdraw, Give W. Germans
N.E. Simmers in Beaches Jam
Peace Plan For Caribbean

No other paper in Boston hits home like The Globe

It's a fact! The Globe has the largest home delivery of any other Boston newspaper. Mothers read it! Fathers read it! Children read it! Older people read it! Mornings, evenings and Sundays, The Globe reaches the most people in the rich New England market. Little or no self-duplication either (the morning and evening editions are substantially the same). Its high circulation is based on solid readership, not on contests. What's more, The Globe is the unchallenged leader of New England in ROP color. To sell Boston, buy The Globe.

The Boston Globe
puts the world at your fingertips

Morning
Evening
Sunday

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

Empire
Sunday
Sunday Magazine
Journal and Constitution
Texas

Sunday
Texas
THE HOUSTON CHRONICLE
ROTO MAGAZINE
MAY 17, 1959
Making Her Shipshape

in Houston ... in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best . . .
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

WE AT LIFE INTERNATIONAL AND LIFE EN ESPAÑOL will have to admit '59 has been our best yet. Circulation in these International Editions is at a new high of more than 689,000 net paid (ABC). Dollar volume of advertising in the combined editions is record-high. Advertising pages are up. It's delightful, but not surprising . . .

1. Our editors (God love them) have made these the most exciting magazines in international publishing. Our readers tell us so. If you've seen a recent issue of LIFE INTERNATIONAL or LIFE EN ESPAÑOL, you'll understand why. (If you haven't, we'll be glad to send you one.)

2. World trade is booming. U.S. companies in international business are reporting record sales (and looking ahead to 1960). More and more companies are discovering the big market and the big money that lie beyond the three-mile limit. And, many of them have found LIFE International Editions a most effective way to reach this market. (See attached insert.)

From where we're sitting

HOW ABOUT YOU? Is your company in international business? (And these days, can any company afford not to be?) Is your company as well known to its customers (and to governments, investors, distributors) as you would like it to be? If you answer "yes" to the first and "no" to the second, consider LIFE International Editions to reach your markets.

LIFE INTERNATIONAL is read by executive and professional families—the international community of decision-makers in 120 free countries. LIFE EN ESPAÑOL provides coverage-in-depth of the Latin American people who count, economically. Mexican and Caribbean regional editions direct your message to the areas of greatest importance for you.

See for yourself why $1 of every $3 invested in international publications in Europe and the Pacific went to LIFE INTERNATIONAL... why nearly $1 out of every $5 in Latin America went to LIFE EN ESPAÑOL. Bring your products to LIFE in the international market.

its been a pretty good year!

LIFE
EN ESPAÑOL
LIFE
INTERNATIONAL

Categorically speaking, we are sitting pretty

WE AT LIFE INTERNATIONAL AND LIFE EN ESPAÑOL will have to admit '59 has been our best yet. Circulation in these International Editions is at a new high of more than 689,000 net paid (ABC). Dollar volume of advertising in the combined editions is record-high. Advertising pages are up. It's delightful, but not surprising . . .

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From where we're sitting

Advertisers ranked international magazines* li

BEER, WINE & LIQUORS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$494,299**	**57%**
TIME Atlantic	212,653	24%
TIME Pacific	61,007	7%
Newsweek Europe	53,702	6%

CHEMICALS & PLASTICS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$202,475**	**38%**
TIME Atlantic	95,601	18%
TIME Pacific	93,311	17%
Newsweek Europe	22,347	4%

COMMERCIAL VEHICLES

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$180,068**	**35%**
TIME Atlantic	133,857	26%
TIME Pacific	62,280	12%
Newsweek Europe	53,608	10%

LUBRICANTS & PETROLEUM PRODUCTS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$182,365**	**35%**
TIME Atlantic	147,402	29%
TIME Pacific	75,930	15%
Newsweek Europe	33,372	6%

OFFICE EQUIPMENT

Magazine	Dollars Invested	% of Total Invested
LIFE Internati	**$141,542**	**31%**
TIME Atlantic	95,039	21%
TIME Pacific	38,050	8%
Newsweek Eu	30,408	7%

PASSENGER AUTOMOTIVE

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$393,226**	**46%**
TIME Atlantic	219,579	26%
Newsweek Europe	89,098	10%
TIME Pacific	42,030	5%

HOW ABOUT YOU? Is your company in international business? (And these days, can any company afford not to be?) Is your company as well known to its customers (and to governments, investors, distributors) as you would like it to be? If you answer "yes" to the first and "no" to the second, consider LIFE International Editions to reach your markets.

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See for yourself why $1 of every $3 invested in international publications in Europe and the Pacific went to LIFE INTERNATIONAL... why nearly $1 out of every $5 in Latin America went to LIFE EN ESPAÑOL. Bring your products to LIFE in the international market.

its been a pretty good year!

like this in the first 10 months of 1959

CONFECTIONERY & SOFT DRINKS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$123,225**	**67%**
TIME Atlantic	22,764	13%
TIME Pacific	11,040	6%
Newsweek Europe	6,132	3%

COSMETICS & TOILET GOODS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$24,285**	**23%**
Reader's Digest Fr.	19,039	18%
Paris-Match	17,225	16%
Reader's Digest It.	14,860	14%

JEWELRY & WATCHES

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$252,228**	**40%**
TIME Atlantic	112,763	18%
TIME Pacific	62,577	10%
Reader's Digest Br.	29,996	5%

PHOTOGRAPHIC & OPTICAL EQUIPMENT

Magazine	Dollars Invested	% of Total Invested
FE International	**$168,470**	**56%**
IME Pacific	53,460	18%
IME Atlantic	45,260	15%
Newsweek Pacific	14,545	5%

SMOKING MATERIALS

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$145,457**	**58%**
TIME Atlantic	54,055	14%
Paris-Match	18,700	8%
TIME Pacific	15,870	6%

TV & RADIO, MUSIC & ACCESSORIES

Magazine	Dollars Invested	% of Total Invested
LIFE International	**$112,305**	**48%**
Amer. Exporter	61,364	27%
TIME Atlantic	28,957	13%
TIME Pacific	8,690	4%

*Source: The Rome Report—European & Pacific Jan.—Oct. 1959

WE AT LIFE INTERNATIONAL AND LIFE EN ESPAÑOL will have to admit '59 has been our best yet. Circulation in these International Editions is at a new high of more than 689,000 net paid (ABC). Dollar volume of advertising in the combined editions is record-high. Advertising pages are up. It's delightful, but not surprising . . .

1. Our editors (God love them) have made these the most exciting magazines in international publishing. Our readers tell us so. If you've seen a recent issue of LIFE INTERNATIONAL or LIFE EN ESPAÑOL, you'll understand why. (If you haven't, we'll be glad to send you one.)

2. World trade is booming. U.S. companies in international business are reporting record sales (and looking ahead to 1960). More and more companies are discovering the big market and the big money that lie beyond the three-mile limit. And, many of them have found LIFE International Editions a most effective way to reach this market. (See attached insert.)

From where we're sitting

In Latin America, advertisers ranked* international magazines like this

BEER, WINE & LIQUOR

Magazine	Dollars Invested	% of Total Invested
LIFE En Español	$181,872	49%
TIME Latin America	70,135	19%
Selecciones	58,944	16%
Visión	30,305	8%
Seleçoes	13,278	3%

LUBRICANTS & PETROLEUM PRODUCTS

Magazine	Dollars Invested	% of Total Invested
LIFE En Español	$128,824	33%
Selecciones	66,875	17%
TIME Latin America	57,095	14%
Visión	50,865	13%
Mecanica Popular	10,475	3%

PASSENGER AUTOMOTIVE & EQUIPMENT

Magazine	Dollars Invested	% of Total Invested
LIFE En Español	$284,288	33%
Selecciones	165,085	19%
Visión	147,501	17%
TIME Latin America	101,391	11%
Mecanica Popular	66,754	8%

TRAVEL & HOTELS

Magazine	Dollars Invested	% of Total Invested
LIFE En Español	$190,217	29%
TIME Latin America	145,399	22%
Selecciones	121,179	18%
Visión	82,142	12%
Visão	67,943	10%

TV & RADIO

Magazine	Dollars Invested	% of Total Invested
LIFE En Español	$89,613	25%
Selecciones	74,574	21%
El Export Am	55,137	15%
Hablemos	49,995	14%
Seleçoes	39,035	11%

...and gave LIFE EN ESPAÑOL a king-sized share of other advertising

Category	Total Dollars	% of Total Invested†
Aircraft & Aviation Equipment	$443,170	20%
Office Equipment and Supplies	348,350	15%
Chemicals and Plastics	532,412	21%
Communications	117,498	24%
Confectionery and Soft Drinks	274,231	36%
Smoking Materials	35,795	22%
Photographic and Optical Equipment	241,943	30%
Jewelry and Watches	358,971	26%
Cosmetics and Toiletries	524,039	17%

†In LIFE En Español

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* Source: The Rome Report, Jan.—Oct. 1959

PRINTED IN U.S.A.

HOW ABOUT YOU? Is your company in international business? (And these days, can any company afford not to be?) Is your company as well known to its customers (and to governments, investors, distributors) as you would like it to be? If you answer "yes" to the first and "no" to the second, consider LIFE International Editions to reach your markets.

LIFE INTERNATIONAL is read by executive and professional families—the international community of decision-makers in 120 free countries. LIFE EN ESPAÑOL provides coverage-in-depth of the Latin American people who count, economically. Mexican and Caribbean regional editions direct your message to the areas of greatest importance for you.

See for yourself why $1 of every $3 invested in international publications in Europe and the Pacific went to LIFE INTERNATIONAL . . . why nearly $1 out of every $5 in Latin America went to LIFE EN ESPAÑOL. Bring your products to LIFE in the international market.

its been a pretty good year!

P.S.

And in 1960, we'll still be "going like 60."

LIFE INTERNATIONAL currently has 38% more pages-on-the-books for 1960 advertising than at this date a year ago.

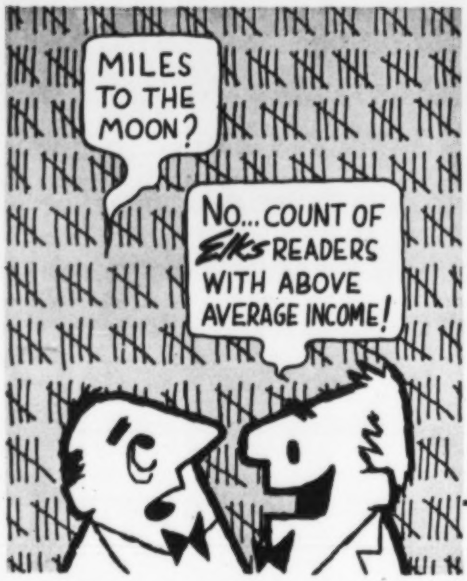
In LIFE EN ESPAÑOL, and its regional editions, the gross advertising revenue slated for 1960 is currently 25% ahead of the figure for this time last year.

The transfer of LIFE INTERNATIONAL's printing operation to Paris in the middle months of 1960, coupled with the move of the subscription service operation to a centrally located European city, will mean faster delivery to readers, production economies for our advertisers.

To our editors, to our readers, to our advertisers (and their agencies): Thank you for 1959. Here's wishing you a Happy and Prosperous 1960.

LIFE INTERNATIONAL

LIFE EN ESPAÑOL


MILES TO THE MOON?
No... COUNT OF Elks READERS WITH ABOVE AVERAGE INCOME!

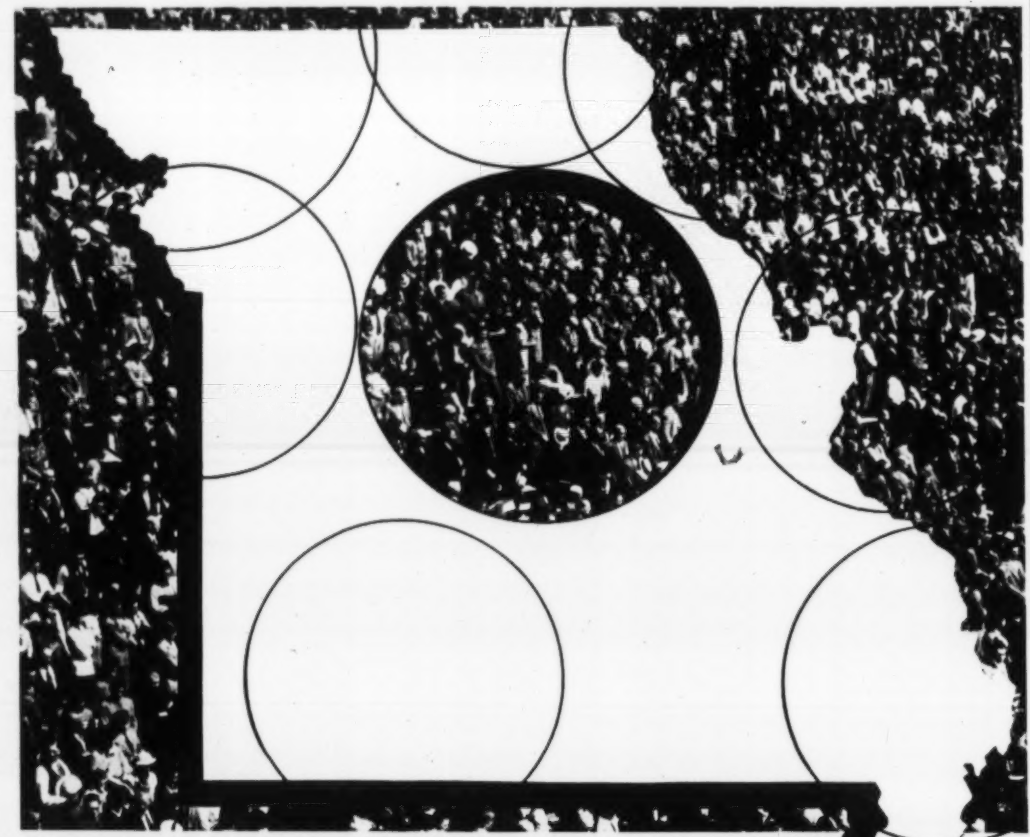
Elks median income again leads that of all other men's magazines in the 1959 Starch Report.

1.2 million Elks are *first* in median income with $7220 ... *first* in percent of readers earning $7000 or more ... *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



here's the **whole** story about adequate TV coverage in Mid-Missouri

The 500,000 consumers concentrated in the heart of Missouri constitute a rich "island" market that cannot be reached by TV from Kansas City, St. Louis or other bordering towns. Only a Mid-Missouri TV station can give your product the advertising support it must have to sell in this important 28-county trade area.

KOMU-TV, Mid-Missouri TV from Columbia, can deliver this "island" market in its entirety! When you buy KOMU-TV, you buy:

- MORE Effective Buying Power than ROCHESTER, N. Y.
- MORE TV Households than HARRISBURG, PA.
- MORE Population than SPRINGFIELD, MASS.
- MORE Retail Sales than JERSEY CITY, N. J.

FACTS ABOUT THE MID-MISSOURI "ISLAND" MARKET

Population	507,700
Families	156,400
TV Households	125,800
Retail Sales	$529,691,000
Effective Buying Power	$752,144,000

NBC & ABC Affiliation
Represented by H-R

KOMU-TV
CHANNEL 8
COLUMBIA, MISSOURI

Getting Personal

Walter Graebner, managing director of Erwin Wasey, Ruthrauff & Ryan Ltd., arranged a literary-advertising cocktail party at the agency's London office to felicitate two staff members who had novels published the same week: **Charles Fullerton,** manager of EWRR's office in Newcastle-upon-Tyne, and **George Brendon,** creative group director in London. Mr. Fullerton's novel, "The Man Who Spoke Dog," is a lighthearted tale of a man who found, when his wife left him, that he could communicate with dogs. Mr. Brendon's novel, "The Charm of Mambas," is a serious story dealing with racial conflicts. Among the guests was **David Williams,** EWRR president, on one of his periodic trips from New York ...

Back from a travel honeymoon are **Jerry Carr,** vp and program director, WHLI, and **Adelaide Gant** of CBS legal department, after a Nov. 25 wedding ... Patricia Ann Pearce, daughter of **Arthur W. Pearce,** publisher of the *Town Crier*, Westport, Conn., and **John Turnbull Clark,** on the ad staff of the *Observer-News*, Charlotte, N. C., will tie the knot early next year ... **Lois Mailloux** of McCann-Erickson, New York, will be married in February to George P. Keeley ... **Ed Corley,** BBDO copywriter, was wed Nov. 24 to **Marjorie Hoffman,** promotion manager for *U. S. Camera, Camera 35* and *Better Movie Making* ...

STRAIGHT SHOOTERS—*Major Slater (his name, not his rank), three times national skeet champion, and W. B. "Doc" Geissinger, president of the Los Angeles agency of that name, are shown with limits of pheasants shot in California's Mojave Desert.*

A second daughter, Bettina Claire, was born Nov. 10 to the **Mel Korns.** Father is president of the J. M. Korn & Son, Philadelphia agency ... **Victor Barbeau,** publisher of *Revue*, Montreal, has been named winner of the St. Jean Baptiste Society's coveted Duvernay prize, awarded annually to a French-Canadian writer who has "well served the superior interests of our nationality" ...

W. B. Murphy, president of Campbell Soup Co., Camden, N. J., is the new chairman of Crusade for Freedom, succeeding **Gwilym A. Price,** chairman of Westinghouse ... **Sanford B. Ketchum,** vp of Fuller & Smith & Ross, has been named head of a $500,000 fund campaign for the Cleveland Institute of Music ... **Paul G. Gumbinner,** vp of Lawrence C. Gumbinner Advertising, New York, has been elected to his fifth consecutive term as president of the Camp Vacamas Assn. which provides vacations for underprivileged children ... **Andrew Heiskell,** *Life* publisher, heads up the magazine publishers' committee of the United Hospital Fund ...

Franklyn R. Hawkins, ad manager of Libbey-Owens-Ford Glass Co., received the University of Toledo Alumni Assn.'s annual Blue T award at the association's Thanksgiving Dance ... **Forest Curtis,** vp of Sullivan, Stauffer, Colwell & Bayles, New York, has been named executive director of the new expansion program of the Silvermine Guild of Artists, Norwalk, Conn. . .

Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson (International), has been named board chairman of the American Heart Assn., succeeding **Bruce Barton,** chairman of BBDO, who has headed up the heart association since 1953 ... **J. C. Cornelius,** president of the American Heritage Foundation and retired vp of BBDO, has been elected to the board of directors of five affiliated mutual funds of Investors Diversified Services ...

Watsons were double winners at the Chicago Federated Advertising Club's annual Off-The-Street Christmas party Dec. 10. **Shirley Watson,** secretary to **Al Cusick,** sales manager, Chicago branch, General Outdoor Advertising Co., won a Ford Falcon in one of the drawings. In the other main drawing **Dave Watson,** head of Watson Publications, won a 400-lb. steer and a 400-lb. capacity Norge freezer to keep it in ...

Al Berglund, New England ad manager for the *Saturday Evening Post*, is home from the hospital and expects to be back on the job about the first of the year ...

THE TIMES
1ST ST.
200 W.

Only address used by 3,123 retail advertisers in Los Angeles

. . . selling address, that is!

Fifty percent of *all* the retail businesses who advertise in Los Angeles newspapers use *only* the Los Angeles Times. That's a pretty potent indication that The Times sells "right now." Fact is, in every important local advertising classification, The Times is unmatched as the number one selling force in the profitable Los Angeles market.

Same story *nationally*. For four years in a row now, The Times ranked first among all U. S. newspapers in total advertising. And The Times' better than 12-million line lead for the first nine months of 1959 indicates that the same pattern will be followed this year. The reason? Because The Times creates the right climate for selling goods.

So if you're looking for a good business address in Los Angeles, you'll be in awfully good company on First Street — home of The Times.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, Inc., New York,
Chicago, Detroit, Atlanta and San Francisco

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

59¢ Doll Offer Condemned

The National Better Business Bureau has recommended to media that "in the interest of protecting the public from deception," all advertisers be required to describe cardboard dolls and cardboard doll outfits as such. The NBBB cited advertising in recent months by the U.S. Doll Co., the Doll House, General Trading Co. and others, all New York, in which they offer a "big sister doll & 10 outfits" for 59¢. Laurel Advertising, the agency for U.S. Doll, has told NBBB it saw no reason to mention that the doll and outfits were cardboard, but it provides additional explanatory copy when requested by specific media.

Armour, Sara Lee, Seven-Up Buy New ABC-TV News Show

NEW YORK, Dec. 15—Early December tv sales include: at ABC, "Prologue 1960," an hour news special covering major stories of 1959, scheduled for Dec. 27 at 9:30 p.m., sponsored this year, for the first time, by Armour & Co. (Foote, Cone & Belding), Kitchens of Sara Lee (Cunningham & Walsh) and Seven-Up Co. (J. Walter Thompson). Among other buys at ABC are Brown & Williamson Tobacco Corp. (Ted Bates & Co.), participations in "Bourbon Street Beat" and "Sugarfoot" and its alternate "Bronco"; Harold F. Ritchie Inc. (Kenyon & Eckhardt), participations in "Cheyenne" and "The Untouchables"; Vick Chemical Co. (Ogilvy, Benson & Mather), participations in "Leave It to Beaver"; and Perkins division of General Foods Corp. (Foote, Cone & Belding) for the afternoon cartoon strips.

■ At CBS-TV, Firestone Tire & Rubber Co. (Campbell-Ewald Co.) signed to sponsor four special "Eyewitness to History" programs covering President Eisenhower's trip to Europe and Asia. NBC-TV's coverage of the President's tour, including seven specials entitled "Journey to Understanding—Volume 2," will be sponsored by Brown & Williamson. Also signed at NBC were Proctor Electric Co. (Weiss & Geller), a newcomer to network tv, for an hour Jerry Lewis special scheduled for May 20, 1960, and Chrysler division of Chrysler Corp. (Young & Rubicam) for an hour "TV Guide Awards Show" set for March 25, 1960. #

Jost, Miller, Quinlan Named VPs, Ensign Asst. VP at Bates

Ted Bates & Co. Inc., New York, has elevated three account executives to vp and a fourth to assistant vp. William J. Jost, Alan B. Miller Jr., and Thomas S. Quinlan were promoted to vp while Gordon Ensign was named assistant vp.

Mr. Jost was with Owen & Chappell and McCann-Erickson, New York, prior to joining Bates in 1955. Mr. Miller, with the agency since 1956, formerly had been with Doherty, Clifford, Steers & Shenfield, New York. Mr. Quinlan, formerly of Revlon Inc., New York, came to Bates in April, while Mr. Ensign was with Benton & Bowles before joining the agency in 1954.

ADEX 1960 Will Be Exhibit of British Ad Services

World's Press News & Advertisers' Review, weekly British business publication, will sponsor an exhibition of advertising services in the seacoast town of Harrogate May 3 to 7, coinciding with the 1960 conference of Britain's Advertising Assn.

Advertising Services Exhibition—ADEX—will have some 20,000 sq. ft. of floor space for the display of all services used in British advertising. Applications for exhibit space should be addressed to ADEX 1960, WPN, 9-10 Old Bailey, London.

'Post' Opens Detroit Office; Johnson Named Manager

The Saturday Evening Post has established a central sales division, with headquarters in Detroit, to cover Cleveland, Pittsburgh, Detroit and other midwestern and eastern areas. Albert Johnson, formerly assistant to the advertising director, has been appointed manager. He is succeeded by George A. Adams, formerly of the *Post's* Chicago staff. The *Post* also has named O. R. Whitaker Jr., formerly with *The American Weekly*, to its New York sales staff.

'Washington Post' to Mellor

The *Washington Post* has appointed Mellor & Wallace Advertising Agency, Washington, to handle its advertising. Robert M. Gamble Jr. Inc., Washington, is the former agency of record.

Cunnion Joins Army Times

Robert J. Cunnion, formerly with Scolaro, Meeker & Scott, New York, has joined the staff of Army Times Publishing Co., New York, as a space salesman.

a **program** that changed a market . . .

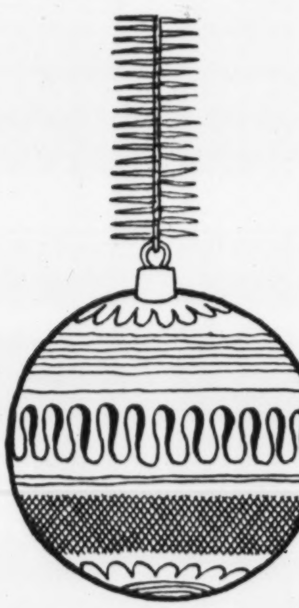
A program at work the past 14 years has changed the building industry. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, the dealer, more than any other segment of this market, today has the superior management and merchandising skills to control his local building market. Details on DSC and the new market it has created are available.

Dealer Sales Control: New Dimension in the Building Market

THE MAGAZINE SHAPING THE NEW BUILDING MARKET

American Lumberman and Building Products Merchandiser

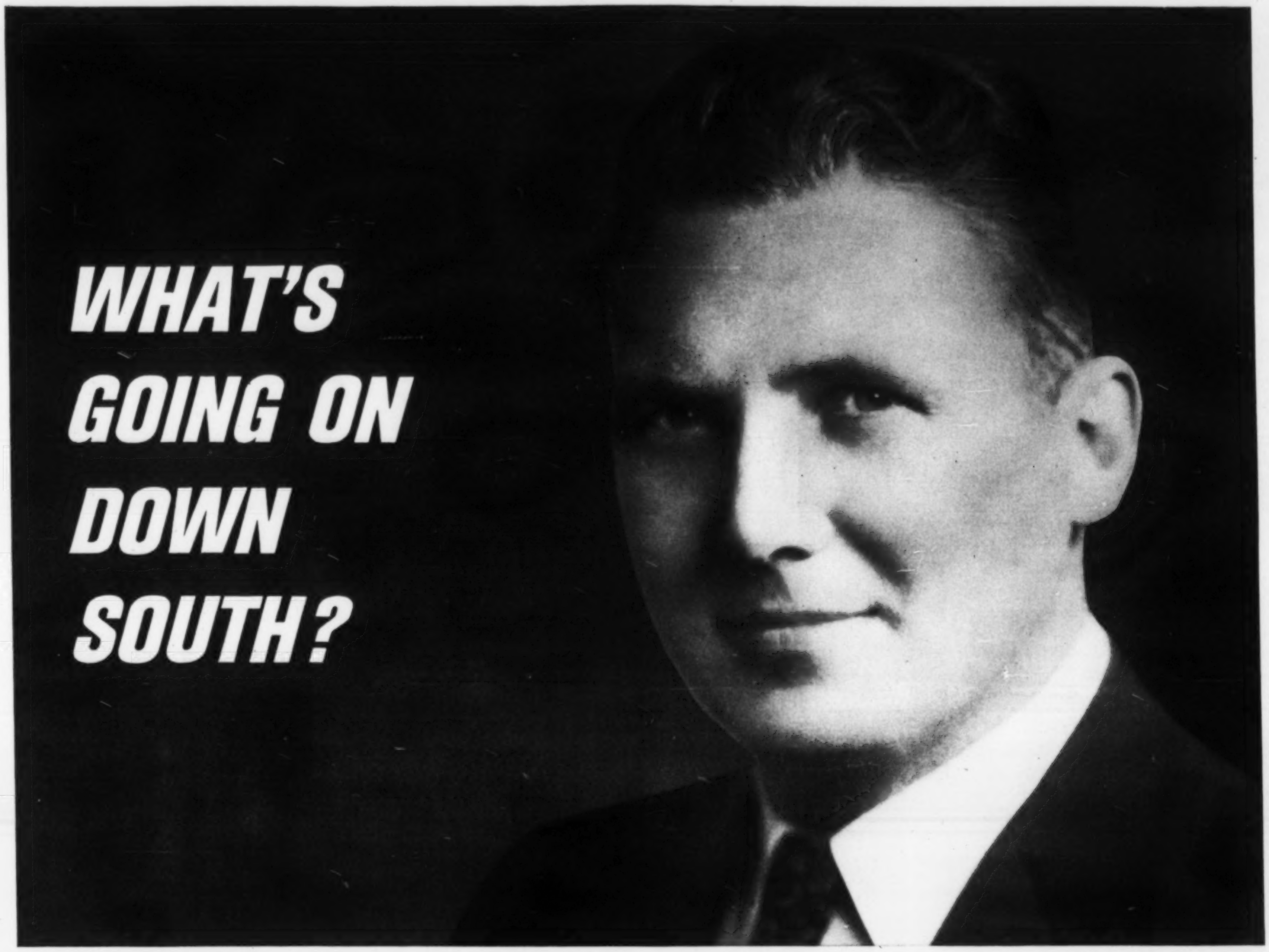
59 E. MONROE ST., CHICAGO 3, ILL.



Our best wishes for a

MERRY CHRISTMAS

PARTRIDGE & ANDERSON COMPANY



FARM BUYING POWER is UP!

> **"Fifty-two years ago,** *American Cyanamid entered the agricultural market with a single product – calcium cyanamide fertilizer for cotton. Since then, our Agricultural Division has grown to the point where we now market products for just about every phase of agriculture. Of course, the biggest growth story of all is the rural South itself! To keep and increase our share of this expanding market, we allot a big share of our advertising to The Progressive Farmer – in our opinion, the most effective publication in the rural South. Over the past five years Cyanamid has invested more than half a million dollars in the advertising pages of The Progressive Farmer!"*
>
> **Burton F. Bowman,** *Marketing Director*
> *Agricultural Division, American Cyanamid Company*

Year after year Southern agriculture continues to move forward with giant strides. Southern farm income soared to a record-breaking $10 BILLION in 1958 . . . and it's expected to hit another all-time high in 1959.

The Progressive Farmer – the magazine most helpful to Southern farm families in making more money – is also most influential in how and where that money is spent.

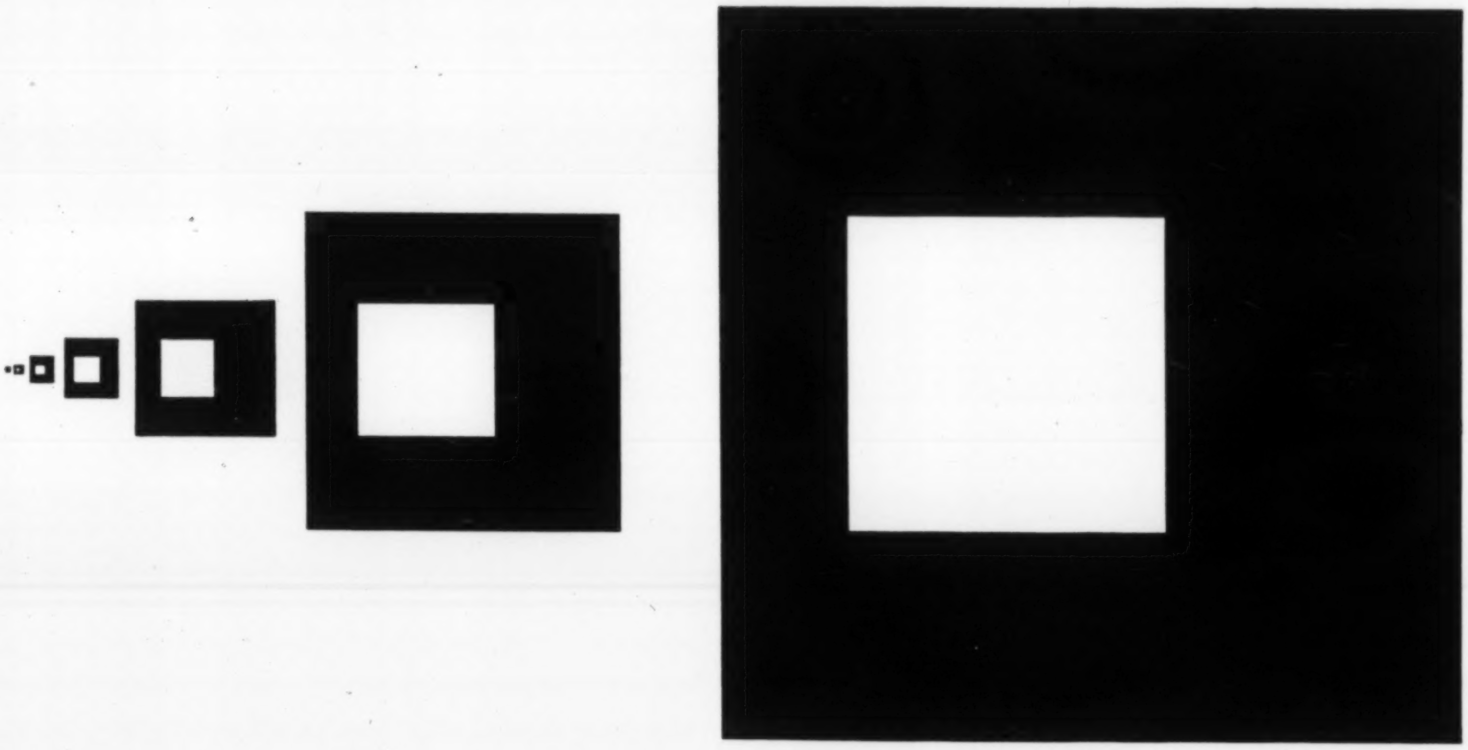
Your advertising in The Progressive Farmer is your direct route to sales growth in the *rural* South. You'll be talking to 1,400,000 loyal subscriber-families – more than 5,700,000 readers. And with The Progressive Farmer's new flexible coverage plan, you can do your talking *state by state* . . . region by region . . . or *Southwide.* Get full details from your nearest Progressive Farmer office.

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

9.



Ideas are the tools of management . . . **Management buys ideas . . . then the products to implement those ideas. Successful industrial advertisers know this. And when they advertise, they try to create advertising that will convey their ideas in the most compelling way. For any idea gets better attention in an inspired advertisement.** It gets even more impact when it appears in a medium that magnifies the message in the minds of management. As Fortune does. **FORTUNE**

Jaqua Names Janikowski; Adds Ruby Products Account

John A. Janikowski has joined the Detroit office of Jaqua Co. as an account executive. Mr. Janikowski recently was a partner in Industrial Marketing Services, Detroit.

At the same time, the Grand Rapids office of Jaqua Co. has been named marketing and advertising counsel for Ruby Products Co., Milwaukee producer of surgical drapery.

National Airoil to Michener

National Airoil Burner Co., Philadelphia manufacturer of industrial oil burners, gas burners and furnace equipment, has appointed Michener Co., Philadelphia, to handle its advertising. R. E. Lovekin Corp., Philadelphia, is the former agency of record.

Banasik to Meldrum & Fewsmith

Edward S. Banasik has joined Meldrum & Fewsmith, Cleveland, as an account representative. Mr. Banasik was formerly an account executive at G. M. Basford Co.

SWINGLES.* CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N. Y. 19, N. Y. PLaza 7-5730

LARGE
Sunbeam
LOOK MA, NO HOLES

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Quality Bakers of America is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

Spot TV Advertisers by Product Classification

Third Quarter, 1959

Source: Television Bureau of Advertising figures from N. C. Rorabaugh Co.

	Gross Time Estimates
AGRICULTURE	$ 451,000
Feeds, Meals	212,000
Miscellaneous	239,000
ALE, BEER & WINE	12,314,000
Beer & Ale	11,597,000
Wine	717,000
AMUSEMENTS, ENTERTAINMENT	312,000
AUTOMOTIVE	5,233,000
Anti-Freeze	36,000
Batteries	16,000
Cars	3,390,000
Tires & Tubes	871,000
Trucks & Trailers	40,000
Misc. Accessories & Supplies	880,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	555,000
Fixtures, Plumbing, Supplies	126,000
Materials	163,000
Paints	181,000
Power Tools	4,000
Miscellaneous	81,000
CLOTHING, FURNISHINGS, ACCESSORIES	3,295,000
Clothing	2,224,000
Footwear	838,000
Hosiery	147,000
Miscellaneous	86,000
CONFECTIONS & SOFT DRINKS	6,631,000
Confections	2,275,000
Soft Drinks	4 356,000
CONSUMER SERVICES	3,825,000
Dry Cleaning & Laundries	6,000
Financial	695,000
Insurance	863,000
Medical & Dental	45,000
Moving, Hauling, Storage	139,000
Public Utilities	1,703,000
Religious, Political, Unions	201,000
Schools & Colleges	44,000
Miscellaneous Services	129,000
COSMETICS & TOILETRIES	14,196,000
Cosmetics	2,958,000
Deodorants	2,793,000
Depilatories	45,000
Hair Tonics & Shampoos	2,777,000
Hand & Face Creams, Lotions	709,000
Home Permanents & Coloring	1,844,000
Perfumes, Toilet Waters, etc.	187,000
Razors, Blades	283,000
Shaving Creams, Lotions, etc.	429,000
Toilet Soaps	1,987,000
Miscellaneous	184,000
DENTAL PRODUCTS	3,302,000
Dentifrices	2,229,000
Mouthwashes	864,000
Miscellaneous	209,000
DRUG PRODUCTS	10,100,000
Cold Remedies	1,485,000
Headache Remedies	2,240,000
Indigestion Remedies	2,158,000
Laxatives	790,000
Vitamins	1,294 000
Weight Aids	476,000
Miscellaneous Drug Products	1,331,000
Drug Stores	326,000
FOOD & GROCERY PRODUCTS	30,218 000
Baked Goods	5,830,000
Cereals	3,501,000
Coffee, Tea & Food Drinks	6,809,000
Condiments, Sauces, Appetizers	1,565,000
Dairy Products	1,199,000
Desserts	139,000
Dry Foods (Flour, Mixes, Rice, etc.)	2,671,000
Fruits & Vegetables, Juices	944,000
Macaroni, Noodles, Chili, etc.	533,000
Margarine, Shortenings	1,016,000
Meat, Poultry & Fish	1,950,000
Soups	68,000
Miscellaneous Foods	1,503,000
Miscellaneous Frozen Foods	226,000
Food Stores	2,264,000
GARDEN SUPPLIES & EQUIPMENT	110,000
GASOLINE & LUBRICANTS	5,102,000
Gasoline & Oil	[illegible],488,000
Oil Additives	285,000
Miscellaneous	29,000
HOTELS, RESORTS, RESTAURANTS	158,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	10,848 000
Cleaners, Cleansers*	9,921,000
Floor & Furniture Polishes, Waxes	549,000
Glass Cleaners	75,000
Home Dry Cleaners	52,000
Shoe Polish	209,000
Miscellaneous Cleaners	42,000
HOUSEHOLD EQUIPMENT—APPLIANCES	987,000
HOUSEHOLD FURNISHINGS	806,000
Beds, Mattresses, Springs	486,000
Furniture & Other Furnishings	320,000
HOUSEHOLD LAUNDRY PRODUCTS	8,776,000
Bleaches, Starches	1,311,000
Packaged Soaps, Detergents*	7,006,000
Miscellaneous	459,000
HOUSEHOLD PAPER PRODUCTS	780,000
Cleansing Tissues	27,000
Food Wraps	338,000
Napkins	1,000
Toilet Tissue	152,000
Miscellaneous	262,000
HOUSEHOLD, GENERAL	1,291,000
Brooms, Brushes, Mops, etc.	50,000
China, Glassware, Crockery, Containers	205,000
Disinfectants, Deodorizers	207,000
Fuels (Heating, etc.)	90,000
Insecticides, Rodenticides	689,000
Kitchen Utensils	5,000
Miscellaneous	45,000
NOTIONS	65,000
PET PRODUCTS	1,020,000
PUBLICATIONS	218,000
SPORTING GOODS, BICYCLES, TOYS	547,000
Bicycles & Supplies	3.000
Toys & Games	457,000
Miscellaneous	87,000
STATIONERY, OFFICE EQUIPMENT	80,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	90,000
Radio & Television Sets	29,000
Records	21,000
Miscellaneous	40,000
TOBACCO PRODUCTS & SUPPLIES	8,398,000
Cigarets	7,999,000
Cigars, Pipe Tobacco	368,000
Miscellaneous	31,000
TRANSPORTATION & TRAVEL	1,129,000
Air	924,000
Bus	45,000
Rail	157,000
Miscellaneous	3,000
WATCHES, JEWELRY, CAMERAS	817,000
Cameras, Accessories, Supplies	63,000
Clocks & Watches	7,000
Jewelry	34,000
Pens & Pencils	635,000
Miscellaneous	78,000
MISCELLANEOUS	1,927,000
Trading Stamps	169,000
Miscellaneous Products	952,000
Miscellaneous Stores	806,000
TOTAL	$133,581,000

*Starting with the 4th Quarter 1958 liquid cleaners (i.e. Lestoil) now included in subclass, "cleaners, cleansers."

American Tobacco Sets Yule Drive for Half & Half

American Tobacco Co., New York, is using spot radio and newspapers in a four-week run in about 18 top markets to promote its Half & Half smoking tobacco as a Christmas gift item. The radio schedule of minutes includes a minimum of 10 spots per week per market.

Copy for the tobacco, generally advertised in Father's Day and Christmas campaigns, is currently being promoted as a Yuletime present in the pouch package as well as in the tins. Both the radio and newspaper copy say, "Half & Half is five ways better—tastes milder, smokes smoother, burns slower, feels cooler and everyone loves the aroma." Sullivan, Stauffer, Colwell & Bayles is the agency for Half & Half.

Wachtel Named Exec VP

Harry H. Wachtel, a vp and general counsel of Rapid-American Corp., New York, has been named exec vp of the company, a new position. The company was formed in 1957 by the merger of American Colortype Co. and Rapid Electrotype Co. Several acquisitions have since been made by the company, including a 51% ownership of Butler Bros., Chicago based variety store chain. M. Riklis is chairman and president.

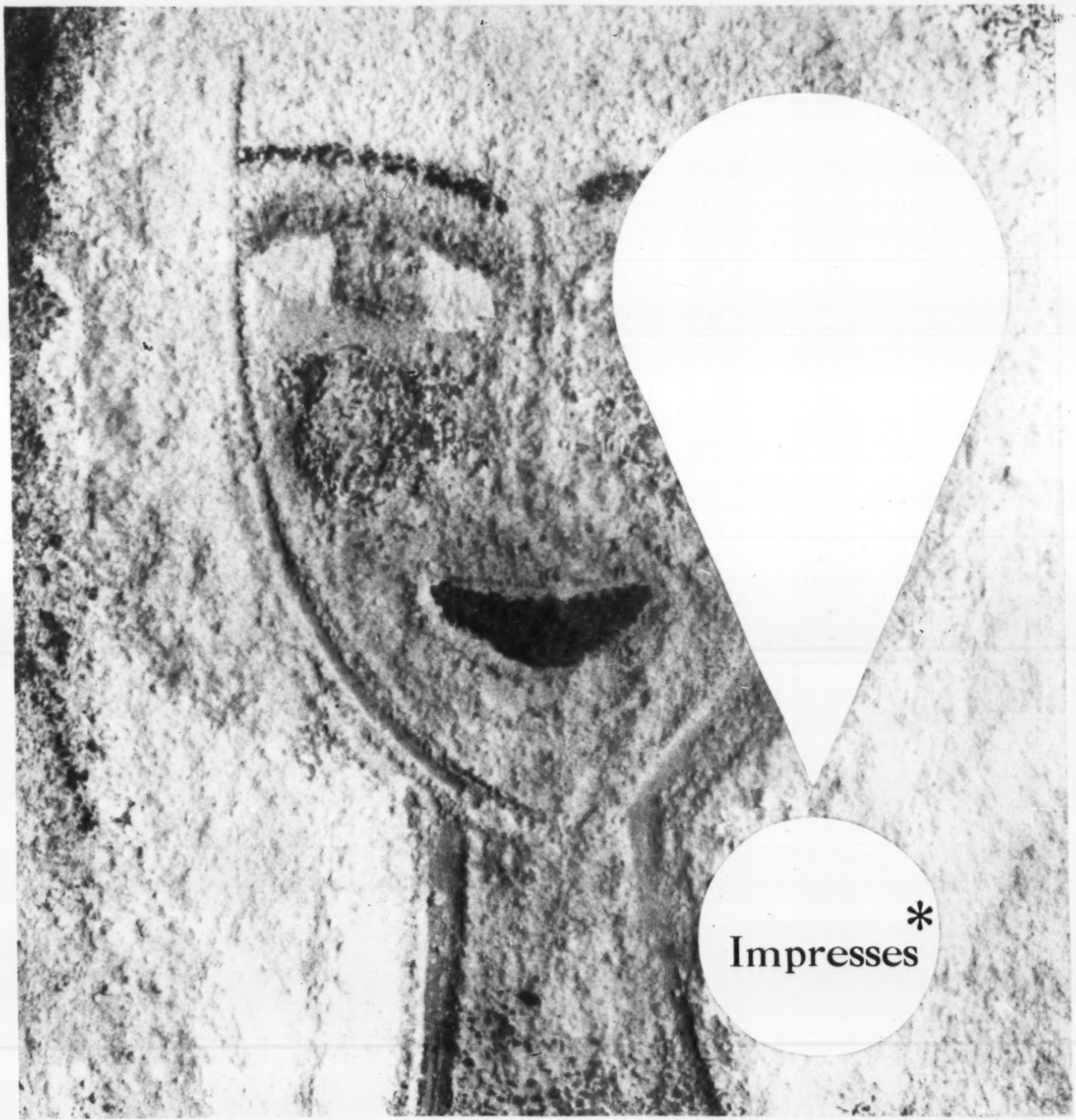
REAP
MORE
SALES FROM YOUR ADVERTISING DOLLAR
in FRENCH CANADA through CONCENTRATION in LA PRESSE

✓ Largest Circulation and Best Distribution.
✓ Most Influential French Newspaper in Quebec Province.
✓ Lowest Milline Rate.

LA PRESSE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

THE GREATEST SELLING FORCE IN FRENCH CANADA



Charles of the Ritz advertisement prepared by The Rockmore Company

* "Our continued and consistent advertising in The New Yorker Magazine has helped to build the image we believe in . . . prestige, reliability and beauty."

President, Charles of the Ritz

THE
NEW YORKER
MAGAZINE

Exclusive in the Jan. 5 LOOK
(on sale Dec. 22): a nationwide study by Gallup
and a special report by 21 LOOK
editors, photographers and researchers on...

HOW AMERICA FEELS AS WE ENTER THE SOARING SIXTIES

A majority of adult Americans today like what they have, want more of it . . . had a good year this year, expect 1960 to be even better . . . do *not* expect a world war or depression in the next five years . . . believe keeping the peace is America's number one problem . . . say they would "certainly" marry the same person again. In general, optimism runs highest in the Far West, lowest in the Midwest, with farmers the least optimistic occupation group.

These are some of the findings of a national state-of-mind study conducted exclusively for LOOK MAGAZINE by Dr. George Gallup's Institute of Public Opinion. The Gallup data—together with an independent report by LOOK editors—appear in the January 5 LOOK, on sale December 22.

Based on 3,500 interviews and compiled on the eve of what promises to be mankind's most exciting decade, the study explores America's thinking on such vital public issues as the A-bomb, inflation, labor unions, free speech . . . such personal problems as marriage, child-rearing, religion, family budget.

Professor, Mechanic, Great-Grandmother

While the survey was in the field, 21 LOOK editors, photographers and researchers toured the country, asking their own questions, drawing their own conclusions. What they found is incorporated in the 19-page LOOK article, along with word-and-picture profiles of some of the Americans they met: a Milwaukee factory worker, a North Carolina university professor, a New Mexico great-grandmother, a Cape Canaveral missiles mechanic, among others.

In a five-page summary, LOOK's William Attwood detects an almost universal feeling of optimism with overtones of complacency. "Most Americans today," he observes, "are relaxed, unadventurous, comfortably satisfied with their way of life."

"A Really Optimistic American"

He also notes that such factors as age, occupation, education and geography have a marked bearing on people's outlook. "If you want to find a really optimistic American," he writes, "look for a college graduate in his twenties living out West. For the most pessimistic, talk to a Midwestern farmer at least 50 years old with a grade-school education."

This major report on the mood of America accents the *people* of America – what they do, what they feel, what they want, what they think. It is the kind of story you would expect to find in LOOK, the exciting story of people.

HOW AMERICANS FEEL: LOOK-GALLUP HIGHLIGHTS

Optimism about the coming year:
29% "very optimistic"
49% "fairly optimistic"
15% "not so optimistic"

Expect world war in next 5 years:
53% "no"
23% "yes"

Anticipate A-bomb use in event of war with Russia:
70% "yes"
16% "no"

Expect depression in next 5 years:
52% "no"
27% "yes"

Unemployment in your area in coming year:
50% "will decline"
19% "will rise"

Biggest threat to country (of 3 cited) in 1960's:
41% "big labor"
15% "big business"
14% "big government"

Think we have lost some of our Constitutional freedoms:
51% "no"
33% "yes"

Making ends meet in coming year:
26% "will be easier"
12% "will be harder"
58% "will be the same"

Able to save or invest money in past year:
49% "no"
48% "yes"

Prices in coming year:
52% "will be higher"
4% "will be lower"
37% "will be the same"

Happiness with family life:
75% "very happy"
21% "fairly happy"
3% "not so happy"

Believe in God:
97% "yes"
1% "no"

LOOK

THE EXCITING STORY OF PEOPLE

This Week in Washington . . .

Drug Ad, Marketing Costs May Be Too High, Kefauver Says After Probe

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 17—The Senate anti-trust subcommittee's drug investigation started out to examine the so-called ethical companies. But, as anyone might have expected, it is churning up discussion of proposals which would have a tremendous impact on the whole proprietary medicine field.

For six days last week the subcommittee looked into the marketing of drugs for the relief of arthritis. As this phase of the subcommittee's work ended, Sen. Estes Kefauver (D., Tenn.), the chairman, reported that he feels the hearings already have demonstrated a need for tighter control over all drug advertising, and for lower drug prices.

The chairman said that he was particularly impressed with testimony by the Arthritis Foundation that $250,000,000 a year is used to buy drugs "that are no good at all."

"It is only very late after the fact that the Federal Trade Commission is in a position to do something about it," he observed. "Certainly in this field, where the Post Office Department is concerned, where the Food & Drug Administration is concerned and where the FTC is concerned, there is a need for legislation to get quicker action in protecting the people against this false and improper advertising which is taking the money for quack drugs that ought to be spent for drugs that are worth while."

■ While the senator hopes to deflect the public's medicinal expenditures from "nostrums" to effective drugs, he's quick to emphasize that he hopes to force down the prices of the drugs that are purchased on prescription.

"Between the cost of the drug, tableted and bottled and ready for distribution, and the sale there is a very large margin that remains to be explained," he observes.

"The margin is partly profit, partly research and partly the cost of selling and advertising, and this in turn suggests the possibility that marketing, advertising and promotion costs may be too high."

■ Sen. Kefauver estimates that about $750,000,000 is spent for advertising and detail men by the ethical drug companies—an expenditure of roughly $5,000 per doctor, assuming 150,000 doctors to be visited. That's roughly one-third of the sales dollars that the customer pays, he points out.

"This promotional advertising does not expand the market," he complained, "but is expended in a struggle to get the physician to write the prescription and trade name of a particular company."

■ Here the senator's views echo faintly a controversial viewpoint which cropped up two years ago in a report by the same subcommittee when it was questioning the value of current advertising by the auto industry.

At one time, that report argued, advertising built the market for cars, and helped bring down production costs. Now, it held, almost everyone has a car, so advertising merely switches consumers from one make to another, and may even be adding to the cost of making and selling the car.

The proprietary drugs weren't the only ones accused of using deceptive advertising. During the hearings the subcommittee got testimony that even the respected pharmaceutical houses occasionally take chances in the literature they distribute to doctors. Sen. Kefauver has some new restraints in mind for them, too.

■ Legislative experts agree that Sen. Kefauver's anti-trust subcommittee has no jurisdiction over advertising. But the evidence it collects and the observations it makes in its reports could have an impact in a Congress sensitive to rising public indignation over deceptive advertising.

Existing law already provides for court injunctions and even criminal prosecution for drug ads which defraud the public or endanger health. Over more than 20 years, however, these powers have seldom been used.

While a somewhat greedy FTC has usually hesitated to step aside so more effective prosecutors could handle a problem, even under the best circumstances the record of prosecutions under a criminal advertising law would inevitably be slim. Even in the proprietary field, the advertising offense is seldom sufficiently flagrant to support a criminal prosecution.

■ Recently, FTC Chairman Earl Kintner has made it clear that he has no patience with empire building at FTC. An arrangement has been completed which will enable the Department of Justice to preempt any case where it feels criminal prosecution is possible.

One such case reportedly under discussion involves the promotion of a prescription drug to doctors by an important pharmaceutical company. Here, however, the implications outweigh anything which FTC debates in its routine deceptive practices cases.

Most of the suggestions for tightening the government's grip in drug advertising involve shifting the burden of proof, even to the point of pre-publication clearance.

■ Because research is costly, time-consuming and often indecisive, contested FTC cases can be dragged out to the point of the ridiculous—16 years in the case of the recent litigation over Carter's Little Liver Pills. To ease the load on government prosecutors, the suggestion is occasionally made that the burden of proof—at least for drugs—ought to be on the advertiser who makes the claim.

Needless to say this is hardly in accord with traditional concepts of Anglo-Saxon justice. But faced with a similar problem involving chemical additives to food, Congress only last year decided that the burden of proving the safety of an additive ought to be on the manufacturer, instead of the government.

For the so-called ethical drugs, the reforms would go even further. At the hearings last week, Seymour J. Blackman, executive secretary of Premo Laboratories, contended that literature distributed by detail men to doctors ought to be submitted to the Food & Drug Administration, as part of the drug application. His contribution was cited by Sen. Kefauver with approval.

So far, of course, the senator has yet to sound out the views of FDA on this point. If he does, he'll find only qualified encouragement. Even the best-tested drugs sometimes turn up unsuspected side effects when they get into widespread use, FDA knows from experience. So there's no assurance that FDA clearance of promotional material would afford a 100% safeguard against unforeseeable complications. #

WNTA Names Forjoe

WNTA, Newark, N. J., formerly handled by Daren F. McGavren Co., has appointed Forjoe & Co. its national representative.

covers *the entire*
State of **Nebraska***
daily, better than
any Cleveland paper
covers the Cleveland
metropolitan area.

*A vital, growing market
of 1.6 million people with
$2.7 billion to spend.

Omaha
World-
Herald

Less than 5% duplication of
circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports
and population figures from 1959 Sales
Management Survey of Buying Power.

Now ~~640,000~~ 650,000 Sunday-MINNEAPOLIS SUNDAY TRIBUNE
Now ~~500,000~~ 515,000 Daily-MINNEAPOLIS STAR and TRIBUNE
MINNEAPOLIS TEMPERATURES
Midnight . . 55
1 a.m. 53
2 a.m. 53
3 a.m. 50
4 a.m. 48
5 a.m. 46
6 a.m. 45
7 a.m. 44
8 a.m. 47
9 a.m. 53
10 a.m. . . . 56
11 a.m. . . . 60
Noon 63
*1 p.m. . . . 65
*Unofficial
1958 high, 84; low, 46. Precip. 12 a.m. to noon, 0.
LXXXI—NO. 122
THE MINNEAPOLIS STAR
Four Sections
Telephone FE. 8-3111
5c
All-Berlin
Taxes Expected

Circulation UP in the UPPER Midwest!

Minneapolis Star *and* **Tribune**
EVENING
MORNING and SUNDAY

650,000 SUNDAY • 515,000 DAILY

N. D.
MINN.
UPPER
MIDWEST
WIS.
S. D.
MINNEAPOLIS

Dumas Milner to Put Bulk of $2,000,000 Budget in Air Media

JACKSON, MISS., Dec. 16—Dumas Milner Corp., maker of Pine Sol disinfectant, Perma Starch and other household products, will spend the bulk of its $2,000,000 1960 ad budget in broadcast media, mostly in behalf of Pine Sol.

With the copy theme "Pine Sol kills 99% of all household germs," the company will use three CBS-TV daytime shows beginning in January: "For Better or Worse," "Love of Life" and "The Verdict Is Yours." It will also continue with Arthur Godfrey (CBS Radio), which it started using last September.

About two thirds of this advertising will support Pine Sol, the remainder going to Perma Starch.

No national print advertising is planned, but some newspapers in selected markets will probably be used, according to Richard Best, account executive with Gordon Best Co., Chicago, which handles the account.

■ A probable use of some of this newspaper advertising will be in local introductions of two new Milner Corp. products: Yarn Glow, a cool water sweater washing agent in liquid form, and Undi-Glo, a product for washing elasticized garments.

The company introduced Yarn Glow in Cleveland last month, using a $1 value mail-in coupon in newspaper ads. The product's price is still in the testing stage, but it's likely to be "close to $1," according to Mr. Best.

Undi-Glo will enter the Chicago market early in January, but advertising plans behind it haven't been firmed up. #

Robert McCain Named VP of Robertson, Buckley & Gotsch

Robert McCain, who resigned last month as Chicago manager of Biddle Co. (AA, Nov. 30), has been named a vp of Robertson, Buckley & Gotsch, Chicago, effective Jan. 1.

Robert R. McCain

Mr. McCain had been with Biddle for more than seven years. Before that he was with the *Pantagraph*, Bloomington, Ill.

Buitoni Names Lancellotti

Edward de Lancellotti has been named vp in charge of advertising and promotion of Buitoni Foods Corp., South Hackensack, N. J. Mr. Lancellotti joined Buitoni in 1949 and previously held the post of director of advertising.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

TIO Members Top 120: Plans for Activities Set

Television Information Office, New York, has a membership roster of 120 stations, the three networks and the National Assn. of Broadcasters, after its first 60 days of operation, it was reported at the group's first meeting.

Louis Hausman, TIO director, told his committee that he plans to reproduce letters and articles from educators and organization leaders, expressing interest in the support to TIO's program. The reproduced material will be sent in a brochure to TIO members. Mr. Hausman also plans to give wide publicity to television editorials now being shown by a number of stations, refuting the false impressions of tv that have arisen during the past several weeks. TIO also has named Carl Burkland, formerly exec vp and general manager of Tidewater Teleradio, Portsmouth, W. Va., a consultant to "develop at the national level, a community relations program for the stations."

K&E Does Get Dinner-Redy

Lever Bros. Co., New York, has officially confirmed the appointment of Kenyon & Eckhardt to handle advertising for Dinner-Redy Corp., effective Jan. 1. The move, from Harold J. Siesel Co., was first reported in ADVERTISING AGE Dec. 7. Dinner-Redy, acquired by Lever in October, markets frozen roast turkey slices in giblet gravy and frozen ham slices in raisin sauce.

Bevel Adds Two Accounts

Bevel Associates, Fort Worth, has been named to handle advertising and public relations for Micro-Lube, Dallas, manufacturer of oil and gas additives, and A. Brandt Co., Fort Worth, furniture maker.

Columbia Records Names B&B

Columbia Records and its subsidiary, Epic Records, New York, have appointed Benton & Bowles as their advertising agency. The companies were formerly handled by McCann-Erickson.

Vale Appoints Ramsdell

Vale Chemical Co., Allentown, Pa., pharmaceuticals manufacturer, has appointed Lee Ramsdell & Co., Philadelphia, as its agency, succeeding Paul Kemper Agency, Newark.

USE "THE MOST

Because here you can

SPEAK

SELECTIVELY,

SIMULTANEOUSLY

...COAST-TO-COAST

Haven't you often wanted to be able to *select* your sales markets region by region . . . advertise to them *individually* . . . with the convenience and total impact of *national* advertising?

Using The Wall Street Journal, you can have all the benefits of flexibility plus all the advantages of national coverage.

The Journal publishes 4 daily regional editions. You may advertise in any one, any combination or in all of them. *If you choose, you can run up to four different pieces of copy all on the same day*! Use this maneuverability to highlight various products for various geographical or seasonal buying patterns . . . or to shift headlines for localization purposes . . . or the many, many other ways you can put more muscle in your advertising by making it more pinpointed to your readers' interests.

If you're looking for new and better ways to make your advertising more productive, check into The Wall Street Journal's total flexibility story—freedom of *market*, freedom of *size*, freedom of *time*, freedom of *copy*.

General Dynamics Expands Corporate Ads in Consumer Publications for '60

(Continued from Page 3)

operation on five of the six continents.

■ General Dynamics will present its corporate story in 19 magazines, 13 of them circulating outside the U.S. It is renewing its back cover franchise in *Scientific American* and will use a series of four-color spreads in the other magazines.

On the U.S. schedule, in addition to *Scientific American* and the *SEP*, are *National Geographic, New York Times Magazine, The New Yorker* and *Time*.

On the international schedule are *American Abroad, O Cruzeiro, The Economist, Epoca, Illustrated London News, Paris-Match, Réalites, Der Spiegel*, the Atlantic, Latin American and Pacific editions of *Time, Times of India* and *Yomiuri*.

■ The General Dynamics messages will thus have their setting in the slick pages of leading consumer magazines—*Paris-Match* in France, *Epoca* in Italy, *O Cruzeiro* in Brazil, *Yomiuri* in Japan, *Der Spiegel* in Germany.

Use of four colors in *The Economist* will represent a precedent for that publication, which up to now has been able to take only two colors. The English weekly, which has an international audience, will soon be equipped to handle four colors and the General Dynamics insertions will occupy the coveted center spread.

■ General Dynamics has not decided yet on the exact number of insertions in the series. Five ads, including the first, are already in the works, "with more to come." Operating in the sensitive area of defense and government contracts, the corporation is proceeding cautiously. Advertising by defense contractors has recently come in for some stiff criticism in Washington.

The institutional program is said to have the strong support of Frank Pace Jr., ex-secretary of the Army, who is president of General Dynamics.

General Dynamics has annual sales in excess of $1.5 billion. It does roughly half of this business with the U.S. government. One division, Convair, accounts for about 75% of sales. Other important units are Electric Boat (builder of the Nautilus), General Atomic, Canadair, Stromberg Carlson and Liquid Carbonic.

D'Arcy Advertising is the agency for the corporate program. #

'Office Equipment' Sets New Rate Schedule

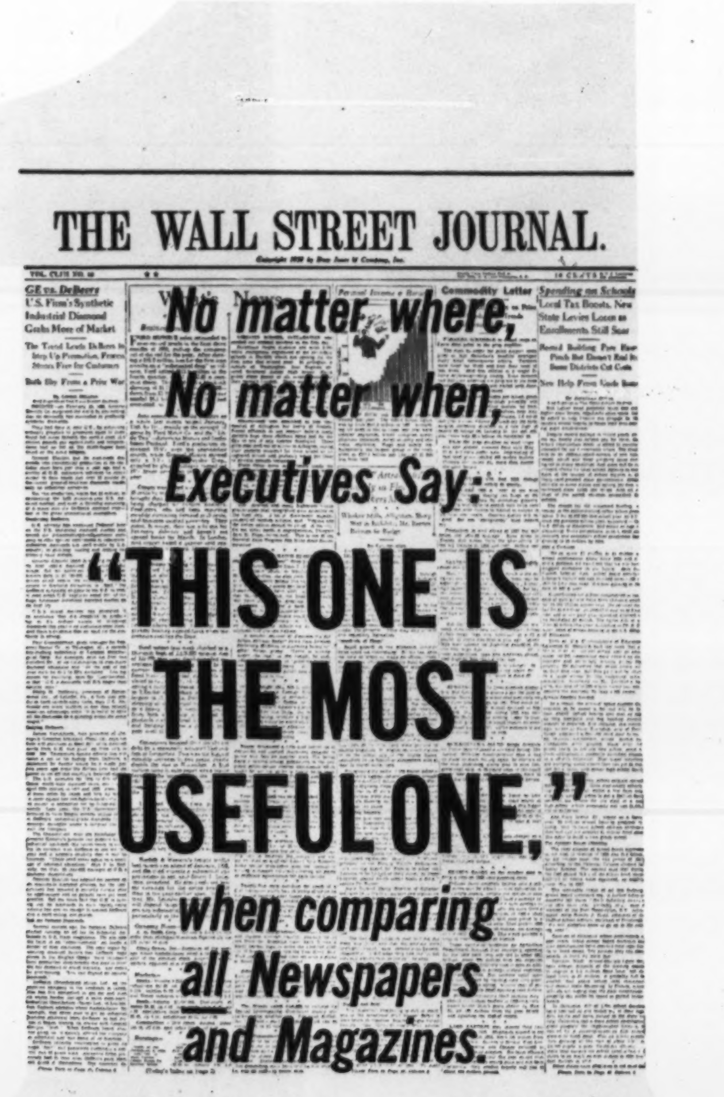
Office Equipment & Methods, published by Maclean-Hunter Publishing Co., Toronto, has issued a new rate schedule, which is effective with the February, 1960, issue. The one-time page rate goes from $355 to $395.

Wentzel, Fluge Adds Gratiot

Richard E. Gratiot, formerly a copywriter in the sales promotion department of Kling-Bielefeld Studios, Chicago, has joined the copy staff of Wentzel & Fluge, Chicago.

USEFUL ONE" MOST

THE WALL STREET JOURNAL.
What's News—



THE WALL STREET JOURNAL.

No matter where,
No matter when,
Executives Say:

"THIS ONE IS THE MOST USEFUL ONE,"

when comparing
all Newspapers
and Magazines.

Published at:

Eastern Edition
NEW YORK & WASHINGTON, D. C.
44 Broad St. • 1015 14th St., N.W.

Midwest Edition
CHICAGO
711 W. Monroe St.

Southwest Edition
DALLAS
911 Young St.

Pacific Coast Edition
SAN FRANCISCO
1540 Market St.

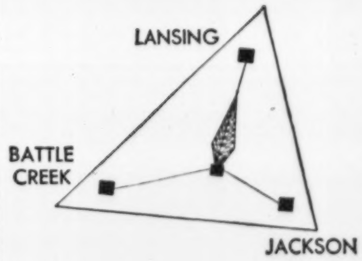
© Dow Jones & Company, Inc. 1959

EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

Serves and Sells
Michigan's No. 1
Market outside Detroit

SOME PRIME TIME
STILL AVAILABLE

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

WANT MORE
CUSTOMERS IN
WASHINGTON,
D. C.

Per cent of families reached

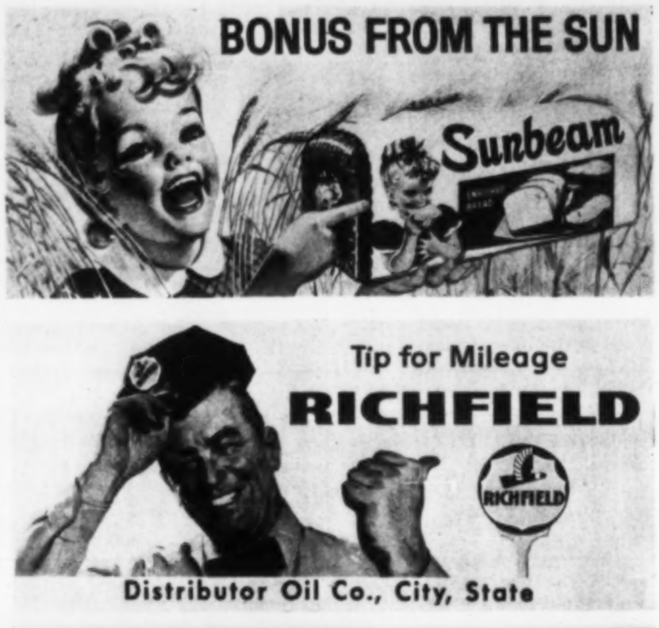
LOOK	12%
S.E.P.	13%
LIFE	18%
READER'S DIGEST	34%
PARADE (HOME COUNTY)	65%

The things people of Washington read about in the **WASHINGTON POST** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Sawyer-Ferguson & Walker

PARADE . . . The Sunday Magazine section of strong newspapers coast to coast, reaching 10 million homes every week


BONUS FROM THE SUN
Sunbeam
Tip for Mileage
RICHFIELD
Distributor Oil Co., City, State
Hamm's!
From the land of sky blue waters

OUTDOOR STARCH—*Sunbeam bread ranked first among the ten top Starch national outdoor ratings in the four weeks ending Nov. 4 with a copy performance index of 76. Richfield of New York was second with 61 and Hamm's beer third with 58. The other seven were Coca-Cola (52); Budweiser beer (45); Lucky Strike (44); Ballantine beer (42); Rheingold beer (42); Morton salt (41), and Olympia beer (40).*

Beirn Quits Revlon, Takes General Development Post

(*Continued from Page* 3)

plans of General Development Corp., I'd have wanted very much to work with you in one of the other areas in the company that we have discussed, now that the original plan for me to spend not more than 12 months in the Revlon advertising department draws to a close with the year end." This was the first public mention of a "not more than 12 months" arrangement between Mr. Beirn and Revlon.

■ Mr. Revson's reply said, "You have done a fine job in reorganizing our advertising department and developing some of the effective new advertising concepts that we are using."

General Development Corp. is headquartered in Coral Gables, Fla. Advertising has been handled by William M. Spire Inc., Miami, since May, 1958. Mr. Spire, a New York expatriate and top-rung adman, formed his agency at that time. The account is said to be among the top advertisers in the state. Last winter it spent a reported $2,000,000 on a three-month national campaign for its various properties, including Port Charlotte, Port St. Lucie and Port Malabar.

The company's stock has recently been among the most volatile and heavily traded on the American Stock Exchange and has been subject to official scrutiny. Two months ago, publisher Gardner Cowles was elected chairman, succeeding Louis Chesler. At the time, Mr. Cowles and associates purchased an additional 250,000 shares from Mr. Chesler, who remains one of the largest single stockholders in the corporation. #

Updike, Eggers Join Brewer

Gerald F. Updike has been named account executive at Bruce B. Brewer & Co., Kansas City, and Walter J. Eggers has joined the agency as a copywriter. Mr. Updike formerly was an account executive at Carl Lawson Advertising Agency, Kansas City. Mr. Eggers was assistant advertising manager of Gas Service Co., Kansas City.

Greenwald Moves; Adds Finn

Greenwald Advertising Agency has moved to new quarters at 7 Church St., Paterson, N. J., and has added Robert Finn, formerly advertising manager of Mart department store, Paterson, as an account executive.

PACKAGED PROMOTIONS

*Servicing more
than 1700 radio stations
for national
brands*

*low cost
proven performance*

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

THE LONELY MAN IN THE EGG CUP

Who is he? He's you. He's us. He's everyone today who lives inside a barrier that keeps him forever alone.

To break through this universal barrier, to communicate completely with the individual, is something that will probably never be accomplished.

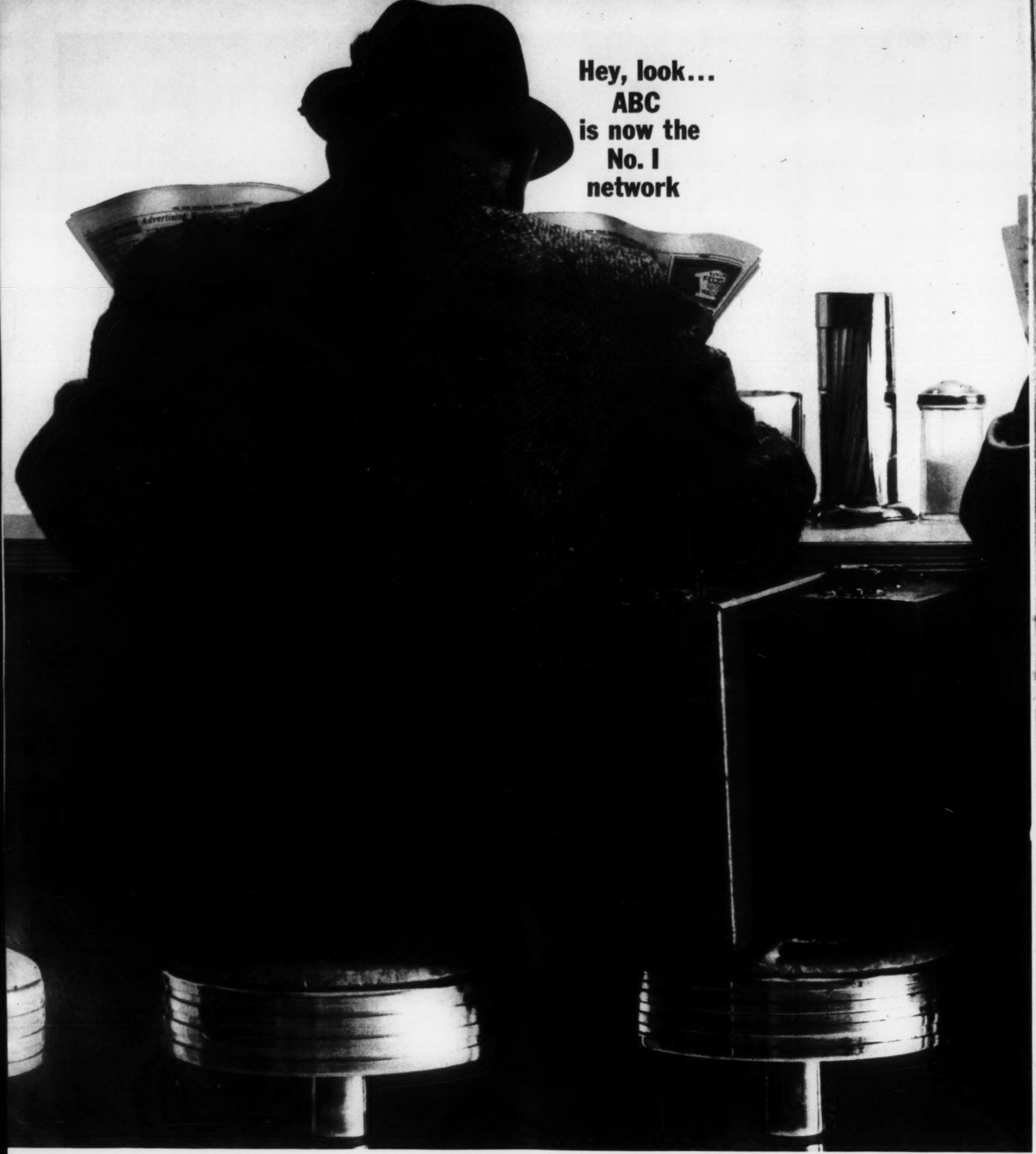
Even when you're talking face to face, he subconsciously edits every word you say. His inner thoughts and emotions change the meaning of your message.

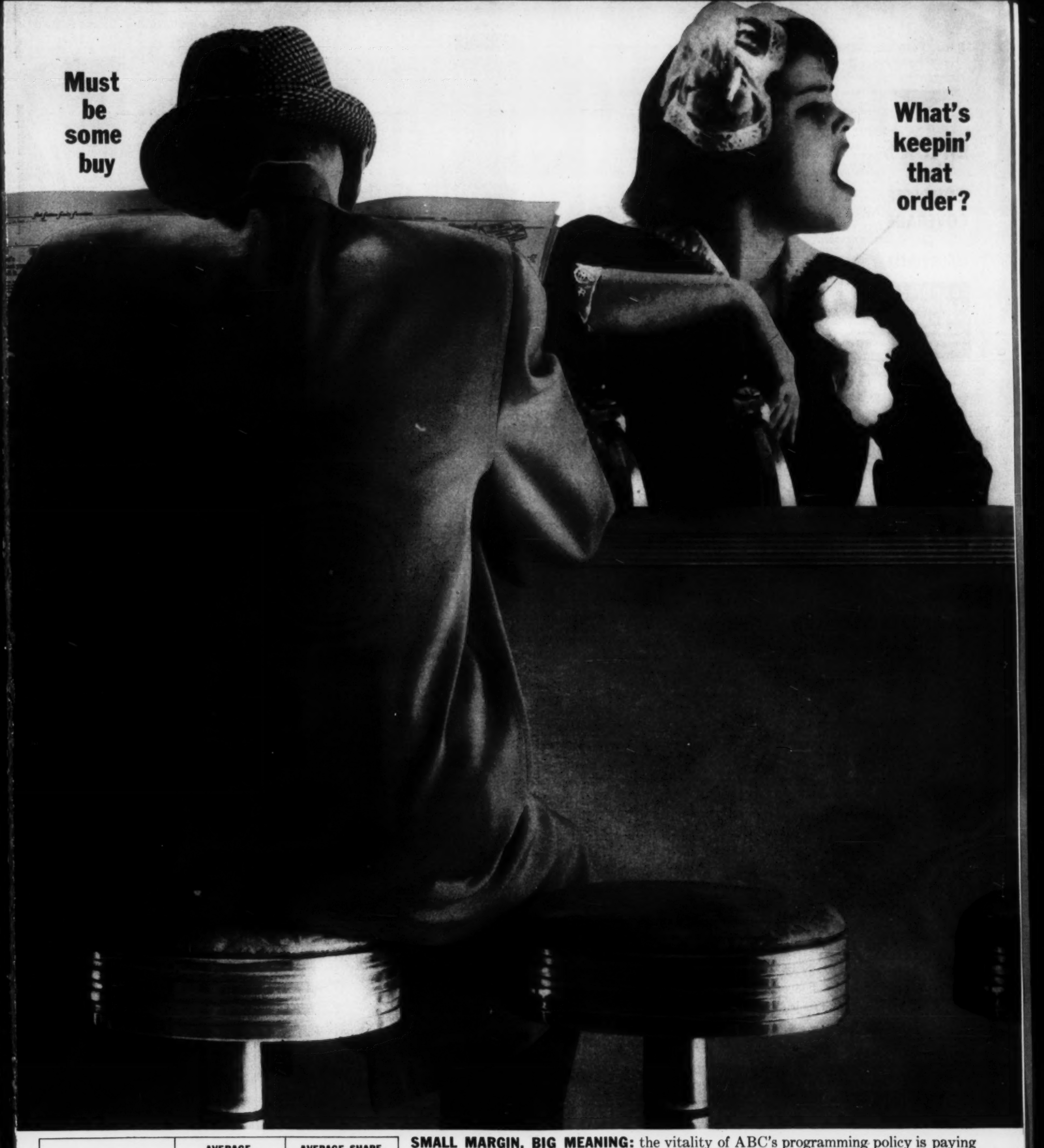
And when you speak with printed words or through an electronic device, the barrier is greater and so is the need to understand everything about the man.

You've got to let him know you're with him. And to do this you've got to appeal to his whole personality, to everything in him that interprets your message.

In the final analysis, the largest audience is composed of individuals. The process that we at McCann-Erickson call *The Personal Approach* is simply a concentrated effort to move closer and closer to each personality.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH


Hey, look...
ABC
is now the
No. 1
network



	AVERAGE AUDIENCE RATINGS*	AVERAGE SHARE OF AUDIENCE*
ABC-TV	**19.4**	**31.3**
Network Y	**19.2**	**30.9**
Network Z	**17.5**	**28.3**

*Source: Nielsen 24 Market TV Report for all commercial programs 7:30-10:30 P.M. the week ending Nov. 29, 1959. †*Average Audience Basis.*

SMALL MARGIN, BIG MEANING: the vitality of ABC's programming policy is paying off. The audience—America's most *responsive* audience—is going where the entertainment is consistently to their liking.

CASE IN POINT, MONDAY NIGHT: the slotting of three one-hour quality dramatic shows back to back has moved ABC to within four-tenths of one percent of first place on this night. (ABC, for the Nielsen period given here, was either first or second *every* night of the week.†)

FOR THE DECISION-MAKER: Look to the network that delivers the highest ratings at the lowest cost per thousand.

ABC TELEVISION

Ryan, Tart Join Tatham-Laird

John Ryan has joined Tatham-Laird, Chicago, as an associate account executive on Mr. Clean, and Steve Tart has joined the agency as assistant account executive on the same account. Mr. Ryan was formerly an account executive at Baker, Tilden, Bolgard & Barger. Mr. Tart was formerly with Eversweet Corp. Tatham-Laird has also named Paul Schlesinger, formerly account executive, account supervisor on all Procter & Gamble service and Bill Focht, formerly assistant account executive, an account executive on American Family products.

Matson Launches Campaign

Matson Navigation Co., San Francisco, has launched a three-month campaign, to be concentrated in the southern California area, to stimulate increased passenger service to Hawaii. In addition to newspaper advertising, Matson will sponsor a "Hawaii Calls" program on two Los Angeles radio stations for 13 weeks.

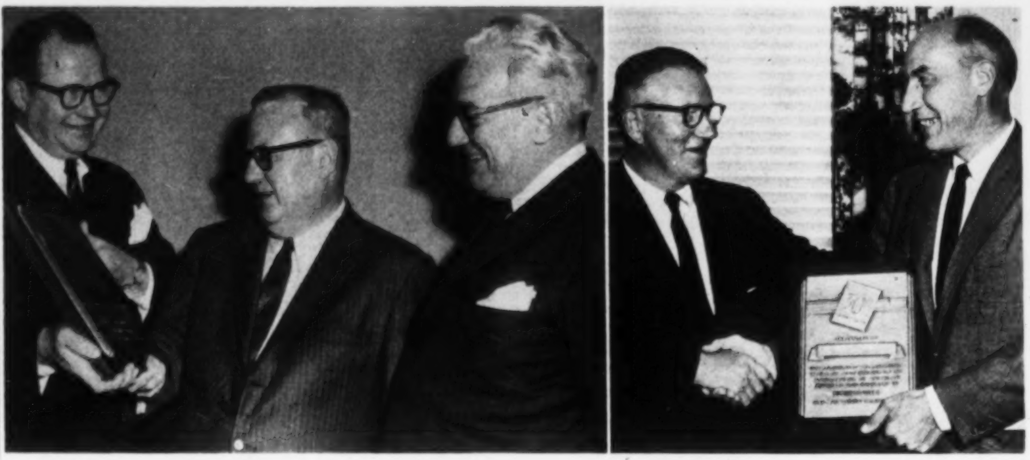
IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419



Bruner Taylor Ruprecht Ofstie Reid

TESTIMONY—*These photos show two of the plaque awarding occasions among the 11 sponsored by McGraw-Hill to honor 30-year advertisers in Business Week. Felix Bruner, director of communications, of the General Motors public relations staff, accepts a plaque from John P. Taylor, midwestern sales manager, and Phillip Ruprecht, regional vp, both of McGraw-Hill. A. T. Ofstie, Business Week district manager, congratulates Ralston B. Reid, director of advertising and sales promotion, General Electric.*

ASHRAE Names Agency, Rep; Sets New 'Guide' Rates

American Society of Heating, Refrigerating & Air Conditioning Engineers, New York, has named Persons Advertising, New York, to handle advertising for its monthly *ASHRAE Journal* and its annual *Guide & Data Book*. An ad series is planned for advertising publications. James W. Hess, formerly with *American Girl* and *Parents' Magazine*, has been named eastern advertising representative of *ASHRAE Journal*.

A new rate structure and discount arrangement for the *ASHRAE Guide & Data Book*, to be published in 1961, will be a base rate of $625, a 20% discount for inserts furnished by advertisers and a 10% discount for each succeeding year after the initial insertion of an ad. Circulation is expected to exceed 30,000 copies.

G. H. Bass Boosts Murray

G. H. Bass & Co., Wilton, Me., manufacturer of outdoor footwear, has appointed Charles C. Murray advertising director. Mr. Murray was formerly assistant sales and advertising manager.

Fenco Names Evans, McClure

Fenco Corp., San Francisco, has named Evans, McClure & Associates, San Francisco, to handle advertising for its Oven-Speed oven and broiler cleaner.

'Business Week' Gives Plaques to 11 30-Year Advertisers

NEW YORK, Dec. 15—To commemorate its 30th anniversary this fall, *Business Week*, a McGraw-Hill publication, honored 11 companies that have advertised in the publication in each of its 30 years of operation. The advertising directors of the companies were presented with plaques at a series of lunches held in five cities—Chicago, Detroit, Pittsburgh, New York and Schenectady.

The 11 companies, which placed a total of 7,505 pages of advertising in *Business Week* during the 30 years, are: Aluminum Co. of America; American Telephone & Telegraph Co.; Burroughs Corp.; Comptometer Corp.; General Electric Co.; General Motors Corp.; International Business Machines Corp.; Morgan-Guaranty Trust Co.; Remington-Rand division, Sperry Rand Corp.; Western Electric Co., and Westinghouse Electric Corp.

Of these companies, four have had the same agencies during the 30-year period: American Telephone & Telegraph Co. (N. W. Ayer & Son), Burroughs Corp. (Campbell-Ewald Co.), Western Electric Co. (Cunningham & Walsh and a predecessor agency, Newell, Emmett Co.), and Westinghouse Electric Corp. (Fuller & Smith & Ross).

Each plaque was inscribed to the advertiser "in recognition of 30 years of consistent advertising to the management of American business and industry in *Business Week*."

- In 1935, *Business Week* was not among the top 25 magazines in number of pages of advertising carried. At the end of the first ten months of 1959, it was first among all general, general-business and news magazines in advertising. #

Kastor Names Wolf, DaVee

H. W. Kastor & Sons Advertising Co., Chicago, has appointed Nicholas C. Wolf and Robert DaVee account executives. Mr. Wolf formerly was an account executive at Edward H. Weiss & Co. and with Leo Burnett Co. Mr. DaVee formerly headed his own sales promotion and merchandising business. Before that he was with Weiss and Young & Rubicam.

Universe Books Names Byrde

Universe Books Inc., New York, publisher of art and children's books, has appointed Byrde, Richard & Pound Advertising, New York, to handle its advertising. The former Martin S. Wiener Inc., New York, was the previous agency of record.

"Wait!
Don't tell me. I know—!"

Of course. Everybody knows. This is the season of the year when we all have an urge to express some of the thoughts and feelings that make our everyday relationships more worth while . . . Put into words at ROGERS—"it's the sincere wish of our entire organization that you will find increasing happiness and prosperity in the successful attainment of your most desired objectives throughout 1960 and all the years to come."

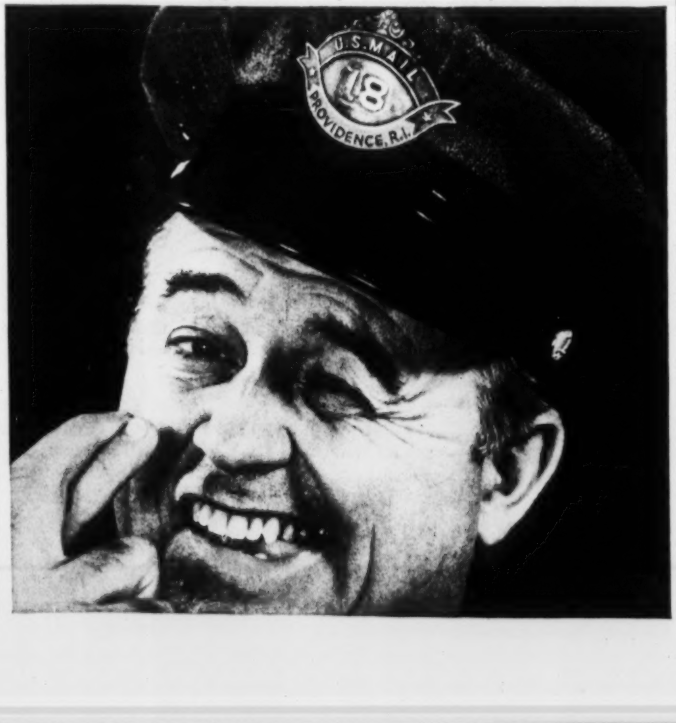
ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

"Me an' J. K.
is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



Buy Boston the way Boston Department Stores Do

Who knows best — in any city — how to get people to buy?

The department stores, sure.

In Boston the department stores know they get more action from the Herald-Traveler. Almost two million more lines daily leadership over the second paper.

With the Herald-Traveler you reach more people than with any other standard-sized paper . . . among them *more* of the "Upper Two-Thirds", the middle and upper income families who buy more of almost everything from cereals to outboards.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Linage figures from 1958 Media Records.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

gives you the

"Upper Two-Thirds"

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**
New York - Philadelphia - Detroit - Chicago - Atlanta
Los Angeles - San Francisco
Special travel and resort representative: **HAL WINTER CO.,** Miami Beach

European Agencies Share Problems at Second Conference

FRANKFURT, Dec. 15—Representatives of advertising agency associations of 11 European countries met here recently to discuss common problems.

The two-day meeting, hosted by Germany's Gesellschaft Werbeagenturen (GWA), was attended by agency leaders from Britain, Belgium, Denmark, Finland, France, Italy, Norway, Sweden, Switzerland and The Netherlands.

Also on hand, as an honorary guest, was Frederic R. Gamble, president of the American Assn. of Advertising Agencies, who was on the last leg of an around-the-world trip.

▪ Dr. Joachim von Rohrscheidt, manager of the GWA, pointed out that the plans for the establishment of a common market in Europe raised problems for advertising agencies.

He noted that there are wide variations in national attitudes and even wide differences in the definition of an "advertising agency" and the services it performs.

"We hope eventually to set up international standards under which advertising agencies will operate," he said.

▪ Mr. Gamble told the meeting that it is no accident that the U.S. has both the highest standard of living in the world and the highest level of advertising expenditure.

"Increase the amount spent per person for advertising in West Germany and you will be on the way toward a higher standard of living," he said.

An interesting aspect of the session was the use of English as the official language. English was the language common to most of the delegates and besides, as Dr. von Rohrscheidt explained, "The speech of the advertising agency is English—there are many English words in the international language of the agency business, such as the word 'marketing,' which is used in all lands."

▪ Horst Slesina, member of the board of directors of the GWA, added that the entire concept of the advertising agency—in Germany, at any rate—has been Americanized. German agencies work closely with clients, he pointed out, and share the same problem with U. S. agencies: Finding new qualified personnel.

This was the second in a series of international agency association meetings sparked by the European economic union plans. The first was held in London two years ago. A third meeting is scheduled for Zurich in the spring and Oslo will be the scene of a fourth meeting next fall. #

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

Schick Signs for Basketball

Schick Safety Razor Co., New York, has signed for one-quarter sponsorship of the eight National Basketball Assn. games to be broadcast over NBC-TV between Jan. 3 and April 3, 1960. Schick, which took its first plunge into tv sponsorship of sporting events with the NCAA football games this past season, reportedly will be looking for further tv availabilities to follow its basketball sponsorship. Compton Advertising is Schick's agency.

Grant Boosts Powers, Wilson

J. Murray Powers, a vp in the New York office of Grant Advertising, has been named to head Grant operations in India, Ceylon and Pakistan, succeeding Geoffrey Goodyear. Mr. Goodyear has been placed in charge of Grant's London office, replacing Eric Garrott, who resigned. Grant also has named John H. Wilson Jr., supervisor of retail marketing activities on the Dodge account, a vp.

OAI Issues Company Magazine

Outdoor Advertising Inc., New York, has just issued "Outdoor Report," a new quarterly company publication, to replace its former "OAInformation." It has a new format and expanded contents. Leonard Dreyfuss, president, United Advertising Corp., is editorial advisor, and William F. Flower, OAI director of information, is editor.

Jannen Joins Leach Corp.

Robert L. Jannen, formerly with Marquardt Corp., Pomona, Cal., has joined Leach Corp., Compton, Cal., producer of equipment, components, and systems for air and space vehicles, in the new position of corporate marketing director.

Famous on the local scene

Print Imposition Is Outlined in New Book

WASHINGTON, Dec. 15—A book designed for those who want to get the most out of their printing, and avoid costly errors—"Planning for Better Imposition"—has been published by Judd & Detweiler, printer. H. Wayne Warner, assistant production manager of the company, is the author.

Planning is necessary for efficiency on even the most elementary printing job, the author says, and knowledge of the basics of the trade are vital.

With that in mind, he discusses the tools (presses, folders, cutters, etc.), assembling the planning information, tips on press operation, establishing margins and imposition tricks.

The latter portion of the book is devoted to an index of lays, explaining the various alignments of pages on the press forms.

The book is available from Judd & Detweiler, 1500 Eckington Pl., N. E., Washington 2, D. C., at $10 a copy. #

Miami Airport Names TDI

Transportation Displays Inc., New York, has been appointed exclusive advertising representative for the new Miami International Airport, Miami. Local sales will be handled for TDI by Leon C. McAskill, formerly president of McAskill Publishing Co., publisher of local shopping papers. Advertising space for product exhibits, showcases, dioramas and posters will be available after Jan. 1.

Apple Growers to Desbarats

Desbarats Advertising Agency, Montreal, has been named to handle the promotional campaign for Quebec's apple growers. Facing a growing "squeeze" from New England states and British Columbia in the open market, growers have voluntarily raised nearly $100,000 which will be spent to advertise their wares. Advertising plans include color ads in magazines, plus radio and newspaper promotion.

Art Guild Steps Up Drive

Art Guild of Williamsburg Inc., New York, manufacturer of greeting cards, is planning "a stepped-up national program" to promote everyday and special cards. Norman D. Waters & Associates, New York, is handling Art Guild. The schedule will include *Esquire*, *Ladies' Home Journal*, *Look*, *Mademoiselle*, *Reader's Digest*, *Screenland* and *Silver Screen*.

The Christmas Tree at the White House . . . a symbol of peace and happiness across America.

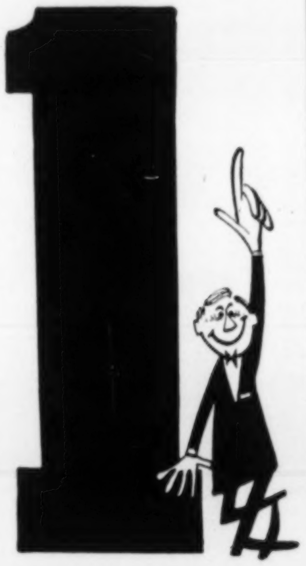
. . . yet known throughout the nation

The Storer stations, both radio and television, extend to you their very best wishes for the Holiday Season, and pledge their continuing efforts to serve the interests of their individual communities. Though national in stature, Storer stations always will remain dedicated to the service of their local citizens.

Storer Broadcasting Company

Radio	Television
Philadelphia, WIBG	*Detroit*, WJBK-TV
Detroit, WJBK	*Cleveland*, WJW-TV
Cleveland, WJW	*Atlanta*, WAGA-TV
Wheeling, WWVA	*Milwaukee*, WITI-TV
Toledo, WSPD	*Toledo*, WSPD-TV
Miami, WGBS	
Los Angeles, KPOP	

you know where you're going with a STORER station



and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

Panelists Debate Perils of Assembly Line Art

ADCC Print Judging Group Told Teamwork Can Aid in Problem

CHICAGO, Dec. 15—The difficulty of attaining a workable compromise between the artist-oriented soft sell artwork of European advertising and the perilous assembly line process found in some U.S. agencies was one of the problems threshed out in the print judges round table discussion held here in connection with the annual awards competition of the Art Directors Club of Chicago (AA, Dec. 7).

Charles Coiner, vp in charge of art, N. W. Ayer & Son, Philadelphia, cited the problem of the advertiser who insists on okaying a rough for an outdoor poster. Since the agency can't ask a top artist to submit a batch of roughs, he said, the agency is in the uncomfortable position of having to get an okay on a rough by a bullpen renderer and then taking it to, for instance, a top creative man in Europe and saying, "Here, you finish this up."

"You are stuck right there," Mr. Coiner said. "What you have is the sketch of an ordinary sketch man which has to be tightened up."

■ Also partaking in the discussion were Mildred Constantine, curator of graphic arts, Museum of Modern Art, New York; Robert Gage, executive art director, Doyle Dane Bernbach Inc., New York; Massimo Vignelli, designer from Milan; Herbert Bayer, chairman, department of design, Container Corp. of America, and Arnold Varga, creative art supervisor, Ketchum, MacLeod & Grove, Pittsburgh.

Excerpts from the transcribed discussion follow (the jury was asked if it could foresee any new development to supersede the present preponderance of large photographs in advertising).

Mr. Gage: "I don't see anything replacing it—but I see a development in photography which is moving away from the full-page heads . . . "

Mr. Coiner: "Today's improved techniques make the realistic or candid photography more acceptable—particularly action shots . . . "

Mr. Gage: "I don't mean exactly candid . . . although to explain situations in a more pointed way, photographers may pose their subjects in a candid way."

Mr. Vignelli (in reference to an elaborate promotion using full-color reproductions of flowers): "Can useful promotions like this be done by advertising agencies as well as by large, sophisticated companies?"

Mr. Gage: "I think the way the economy now is, ads have to be strong selling . . . You may get some of this but I don't see a trend."

Miss Constantine: "Don't you think that somewhere *intent* and *content* can be blended in a better way than they are right now? Consider the amount of money that pharmaceutical companies put into their offerings, and the amount put in by others . . . You find that there is a great difference between intent and content, with some promotions being more pleasing and making more of a contribution to society than others."

Mr. Gage: "I think it's a very specialized thing . . . "

Mr. Coiner: "It's a public relations idea—like giving scholarships to schools . . . It isn't exactly what you would call advertising."

Mr. Gage: "When you have sales directly attributed to the last ad you put out—which is true of cigarets and soap—I don't think you can afford to be in any way indirect . . . In certain other areas, I think you can."

Mr. Bayer: "Finding ways to be different from others and to try to outsell others usually ends up in being more complex than somebody who is giving straight-forward information about what he has to say . . . In my opinion, instructional information is really the best selling point."

Mr. Gage: "But if you have five or six giant companies making soaps—all of which are exactly alike—straightforward information on each of them would offer nothing in the way of competition . . . This is a big problem, and it is where most of your advertising money is going today . . . Now certainly the answer is not whiter than whiter than whiter than white . . . What is the answer? I don't know, but I think fresh ideas are the answer."

Mr. Bayer: "Three of you are working with agencies, and I don't want to start criticizing agencies, but I think evidently something is wrong with the setup in which visual information or advertising, or what ever you call it, is being produced . . . I believe in Europe we see so many good examples of graphic design because they are being produced in a different way . . . The majority are not being created by a big creative company . . . It's always the individual who does it. And very often does everything—not only the layout. He is the artist. There's no division between the functions . . . He even writes the copy . . . Not that I say that teamwork is not possible . . . In the movie industry, teamwork has produced some wonderful things. But maybe there is something lacking in the organization of the agency . . . "

Mr. Varga: "They are too well organized, don't you think?"

Mr. Bayer: "Too well organized or maybe the graphic designer hasn't enough power or isn't considered important enough yet . . . It seems to me that from this situation stems so much unsatisfactory production. The majority of the not so good things we have seen today, I would say, have come from agencies who work this way."

Mr. Coiner: "I think you have hit on a very good point . . . Take posters, for example our 24-sheet posters: You see very little progress . . . It's practically impossible to get off the ground on that thing because of the way the agencies operate . . . We have a company with X number of dollars to spend on outdoor advertising. From the plans department, this decision is passed along to the creative department, which must design something for submission to the client. So they rough things out and possibly put them in comprehensive form for the client who will, say, O.K. them. Then if you go to a top creative man in Europe and say—'Here, you finish this up'—you are stuck right there . . . What you have is the sketch of an ordinary sketch man which has to be tightened up . . . "

Miss Constantine: "What you are really saying is that we are not using top talent . . . "

Mr. Varga: "We are not using it in the right way . . . "

Miss Constantine: "In this particular setup, we can't use top talent."

Mr. Gage: "Well, I don't agree with that . . . I mean I can agree with what *you* say, but I can only describe the way we work in our agency—and also try to remember the way I worked in other agencies . . . I think if you have a copywriter sitting in one room writing headlines, and then this copy is sent down to the art director who then designs the layout, you may be getting *two* individuals creating one job, and I think this is very bad . . . But I think if they work as a *team*, and the job is not put into work unless there is a very vital *idea* arrived at first, you get a much better product out of it. I can't say that I agree with European techniques in our country, where we have this mass market and mass communication. I don't think it would work here."

Mr. Coiner: I don't think that there is any doubt about that . . . The exception—where we come up with something good—is where we arrive at an idea with the writer and, say, the art director and then you go to the artist and tell him to put it in visual form the way *he* sees it . . . Then you usually come out with something pretty good . . . But that isn't the usual practice. The usual practice is for the art director in the agency to make the layout—and a dozen may have to be submitted to get the client's O.K. Since you can't go out and hire a famous artist to make a dozen sketches, the layout finally approved has been done by the sketch man in the bull pen, and you have to finish it just that way because that's the way the client approved it."

Mr. Gage: "I think that's a very bad situation . . . Again, I go back to our agency, where we submit *a* layout, generally—not lots of them—to a client. It's usually a photograph with a Polaroid camera, and after it is approved we always tell the client that he has approved an idea . . . and the thing that comes back may not look anything like what was approved . . . So far, we have had a lot of success with this. Many times we take photographs and never show them to the photographer who finally does the job. We use one for approval and then make a rough sketch for the photographer, and let him interpret from there."

Mr. Varga: "Excellent—actually, the client doesn't get involved in the creative process . . . They have nothing to say."

Mr. Gage: "They have a lot to say—I mean we don't ignore their criticisms, but in many cases, we work with the photographer and do the finished job before presenting it . . . And if it isn't right, the photographer does the whole job over again."

Mr. Coiner: "Those are exceptional methods."

Mr. Gage: "Yes, I think they are—but I really think they are the coming methods, and the methods that are going to turn out a lot of good work . . . It doesn't hamstring you to the rendering by somebody who is not imaginative but just sits in the bullpen and renders what he is told to do . . . That's a terrible thing for the artist on the outside to have to follow."

Miss Constantine: "How do you think the change will come about?"

Mr. Gage: "I think more agencies are getting wise to this procedure and are being forced into doing more creative work."

Mr. Coiner: "One thing that this requires is that the client have a tremendous amount of confidence in the agency."

Mr. Gage: "That's true."

Mr. Coiner: "Actually, the agency should be the expert on advertising, and the client should recognize that and have the confidence that doesn't require an O.K. of every step as you go along . . . In our agency, we established the practice of not submitting b&w artwork, but only submitting proofs. Why should you go to the client and ask 'Is this a good piece of artwork?'—when he's hiring you to do the job."

Mr. Bayer: "I believe we have to

THE CLEVER GIFT WITH
THE FAST CLOSING DATE!

Say Merry Christmas to your clients, prospects, and employees in the delicious new way—with CandyGrams.

Brand new this Christmas—and you can order them now in time for Christmas!

WESTERN UNION
TELEGRAM
MERRY CHRISTMAS
AND A PROSPEROUS
NEW YEAR.
NELSON & DORE, INC.

CandyGram®

the world's sweetest message

Your personal telegram is actually the cover of a box of hand-dipped luxury chocolates, delivered fresh from freezers in Western Union offices to any place in the U.S.A. 2 lbs., $5, 1 lb., $2.95, plus cost of telegram. Phone Western Union now—and charge it. For quantity orders and discounts, call your local Western Union Manager.

CANDYGRAM [illegible] N. SACRAMENTO BLVD., CHICAGO 12.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

12 ozs
Schlitz
The BEER That Made Milwaukee Famous
Move up to Quality!
12 oz. CANS
Schlitz
Good Living

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

and graphic design . . . If in Europe a client goes and says he wants some posters, he doesn't go to an advertising agency. Normally, he goes to an artist and with this, he expects a visual solution rather than an advertising solution, or a copy solution—not primarily visual. But when he goes to an advertising agency, it is to solve an advertising problem, and the agency decides whether that should be more on the visual side, the text side—or something else . . . There, I believe, is the difference—why we see through Europe so many good solutions which are visual. They have been conceived as such . . . Going to an artist for some ideas which he thinks will sell is, by American standards, a very unsafe policy. Here, you would suggest the kind of medium, the kind of approach that you think will sell best."

Miss Constantine: "But this is what helps produce the reactionary quality I was talking about . . . If you look across the board here, the artist has really not been called into play in any one . . . "

Mr. Gage: "I think it comes down to what the art is you are talking about. I mean, are we talking about the art of persuasion or the art of painting?"

Mr. Bayer: "Of design."

Mr. Gage: "But advertising is the art of persuasion—persuading people to do certain things."

Mr. Bayer: "That's why I distinguished between advertising and graphic design."

Mr. Vignelli (to Gage): "I think what I find very interesting is your position toward the *content* of art . . . "

Mr. Gage: "My position is quite simple—Advertising is a means to an end rather than an end in itself . . . The posters and paintings you were speaking of before . . . Maybe you were thinking of them as ends in themselves, or things to look at that are beautiful, and I'm not against this. But I say that in this country it is very important that an awful lot of merchandise be moved—and that it be moved quickly. This is the way we function here. Now I think it's important that anybody concerned in this end of the business understand this. I think it is foolish to argue—and, mind you, I'm speaking for myself—to argue for something which may be obscure but beautiful, because I think you have wasted your money . . . You've also wasted your money if you're doing hack work which has no meaning . . . The point is to make it strong, simple, beautiful and effective—as far as persuasion goes."

Mr. Coiner: "How do you feel about research?"

Mr. Gage: "I like research *after* the fact, but not as a thing to create from."

Mr. Coiner: "You don't believe in it for information as a basis to work from?"

Mr. Gage: "I think there is a great danger in it . . . One of the big flops of the century was the . . . What was the name of that car? I don't even recall it now—which was an entirely researched design . . . It had everything everybody wanted, except that nobody wanted it." #

Borden Appoints Breithaupt

Borden Co. Ltd., Toronto, milk and food products producer, has named Breithaupt, Milsom Ltd., Toronto, to direct advertising for Borden's instant whipped potatoes, a new product. Advertising budget for the line has not yet been determined, but it is believed that the account will exceed $100,000. Young & Rubicam, Toronto, handles advertising for all other Borden products in Canada.

Sun Oil Ltd. to Hayhurst

Sun Oil Co. Ltd., Toronto, has awarded its advertising account in Canada to F. H. Hayhurst Co. Ltd., effective Feb. 1. The account, estimated to bill about $450,000 a year, has been with Tandy-Richards Advertising. Hayhurst was one of four finalists (AA, Dec. 14).

Itzkovitch Joins Torobin

Irving N. Itzkovitch, formerly with the advertising department of the House of Seagram, has joined Torobin Advertising Ltd., Montreal, as a junior account executive.

Bloch Names Williams

Art Williams has been appointed assistant to the president of H. George Bloch Inc., St. Louis. Prior to joining Bloch, Mr. Williams was director of advertising and sales promotion of Consumers Cooperative Assn., Kansas City.

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A26, 19 W. 44th St., New York 36, N. Y.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

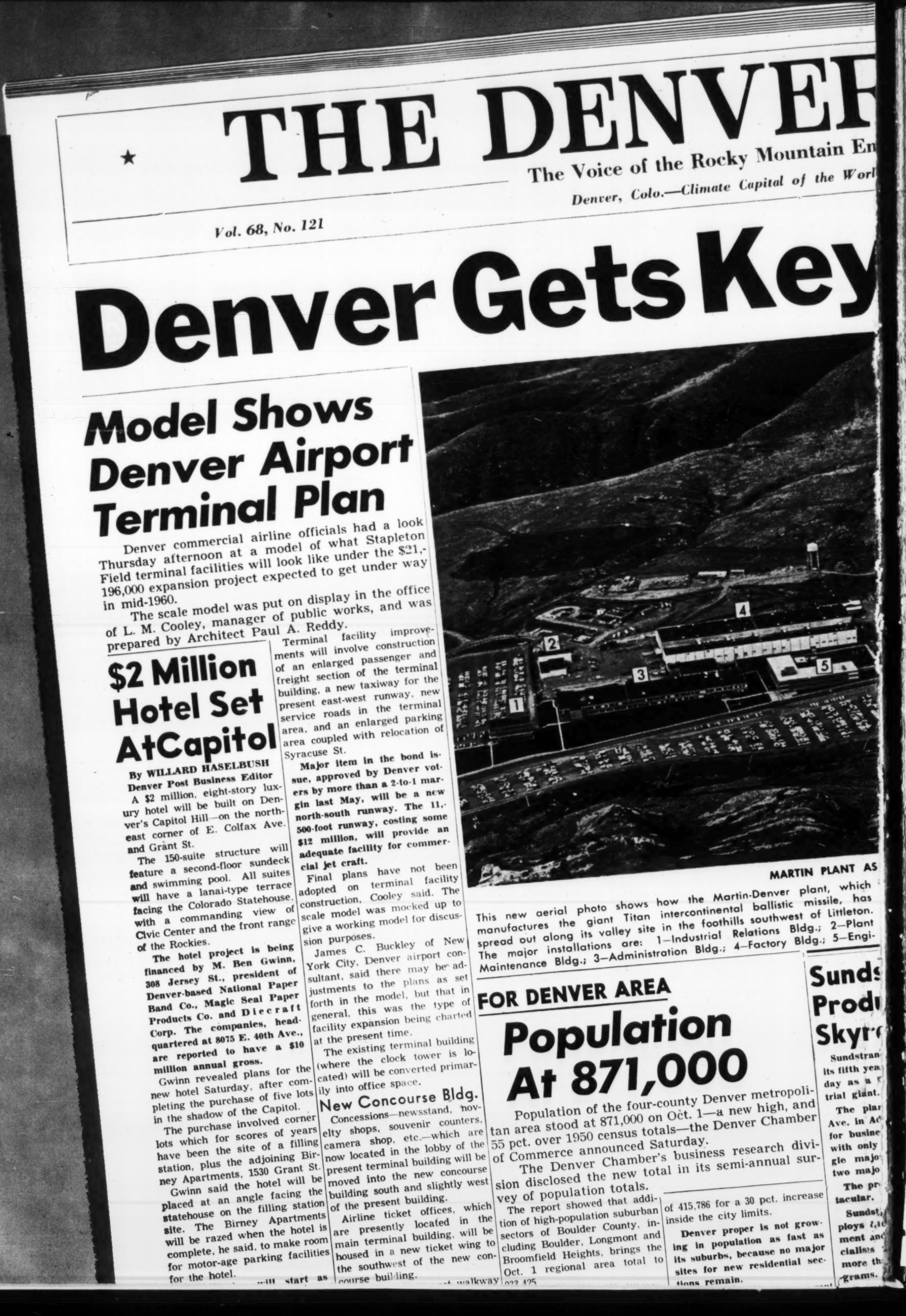
*** Akron, Canton and Youngstown Counties are not included in above sales**

Whatever
you sell in Greater
Cleveland you'll
sell more of it
in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.



★ THE DENVER
The Voice of the Rocky Mountain Em
Denver, Colo.—Climate Capital of the Worl
Vol. 68, No. 121

Denver Gets Key

Model Shows Denver Airport Terminal Plan

Denver commercial airline officials had a look Thursday afternoon at a model of what Stapleton Field terminal facilities will look like under the $21,196,000 expansion project expected to get under way in mid-1960.

The scale model was put on display in the office of L. M. Cooley, manager of public works, and was prepared by Architect Paul A. Reddy.

Terminal facility improvements will involve construction of an enlarged passenger and freight section of the terminal building, a new taxiway for the present east-west runway, new service roads in the terminal area, and an enlarged parking area coupled with relocation of Syracuse St.

Major item in the bond issue, approved by Denver voters by more than a 2-to-1 margin last May, will be a new north-south runway. The 11,500-foot runway, costing some $12 million, will provide an adequate facility for commercial jet craft.

Final plans have not been adopted on terminal facility construction, Cooley said. The scale model was mocked up to give a working model for discussion purposes.

James C. Buckley of New York City, Denver airport consultant, said there may be adjustments to the plans as set forth in the model, but that in general, this was the type of facility expansion being charted at the present time.

The existing terminal building (where the clock tower is located) will be converted primarily into office space.

New Concourse Bldg.

Concessions—newsstand, novelty shops, souvenir counters, camera shop, etc.—which are now located in the lobby of the present terminal building will be moved into the new concourse building south and slightly west of the present building.

Airline ticket offices, which are presently located in the main terminal building, will be housed in a new ticket wing to the southwest of the new concourse building.

walkway

$2 Million Hotel Set AtCapitol

By WILLARD HASELBUSH
Denver Post Business Editor

A $2 million, eight-story luxury hotel will be built on Denver's Capitol Hill—on the northeast corner of E. Colfax Ave. and Grant St.

The 150-suite structure will feature a second-floor sundeck and swimming pool. All suites will have a lanai-type terrace facing the Colorado Statehouse, with a commanding view of Civic Center and the front range of the Rockies.

The hotel project is being financed by M. Ben Gwinn, 308 Jersey St., president of Denver-based National Paper Band Co., Magic Seal Paper Products Co. and Diecraft Corp. The companies, headquartered at 8075 E. 40th Ave., are reported to have a $10 million annual gross.

Gwinn revealed plans for the new hotel Saturday, after completing the purchase of five lots in the shadow of the Capitol.

The purchase involved corner lots which for scores of years have been the site of a filling station, plus the adjoining Birney Apartments, 1530 Grant St.

Gwinn said the hotel will be placed at an angle facing the statehouse on the filling station site. The Birney Apartments will be razed when the hotel is complete, he said, to make room for motor-age parking facilities for the hotel.

will start as

MARTIN PLANT AS

This new aerial photo shows how the Martin-Denver plant, which manufactures the giant Titan intercontinental ballistic missile, has spread out along its valley site in the foothills southwest of Littleton. The major installations are: 1—Industrial Relations Bldg.; 2—Plant Maintenance Bldg.; 3—Administration Bldg.; 4—Factory Bldg.; 5—Engi-

FOR DENVER AREA

Population At 871,000

Population of the four-county Denver metropolitan area stood at 871,000 on Oct. 1—a new high, and 55 pct. over 1950 census totals—the Denver Chamber of Commerce announced Saturday.

The Denver Chamber's business research division disclosed the new total in its semi-annual survey of population totals.

The report showed that addition of high-population suburban sectors of Boulder County, including Boulder, Longmont and Broomfield Heights, brings the Oct. 1 regional area total to

of 415,786 for a 30 pct. increase inside the city limits.

Denver proper is not growing in population as fast as its suburbs, because no major sites for new residential sections remain.

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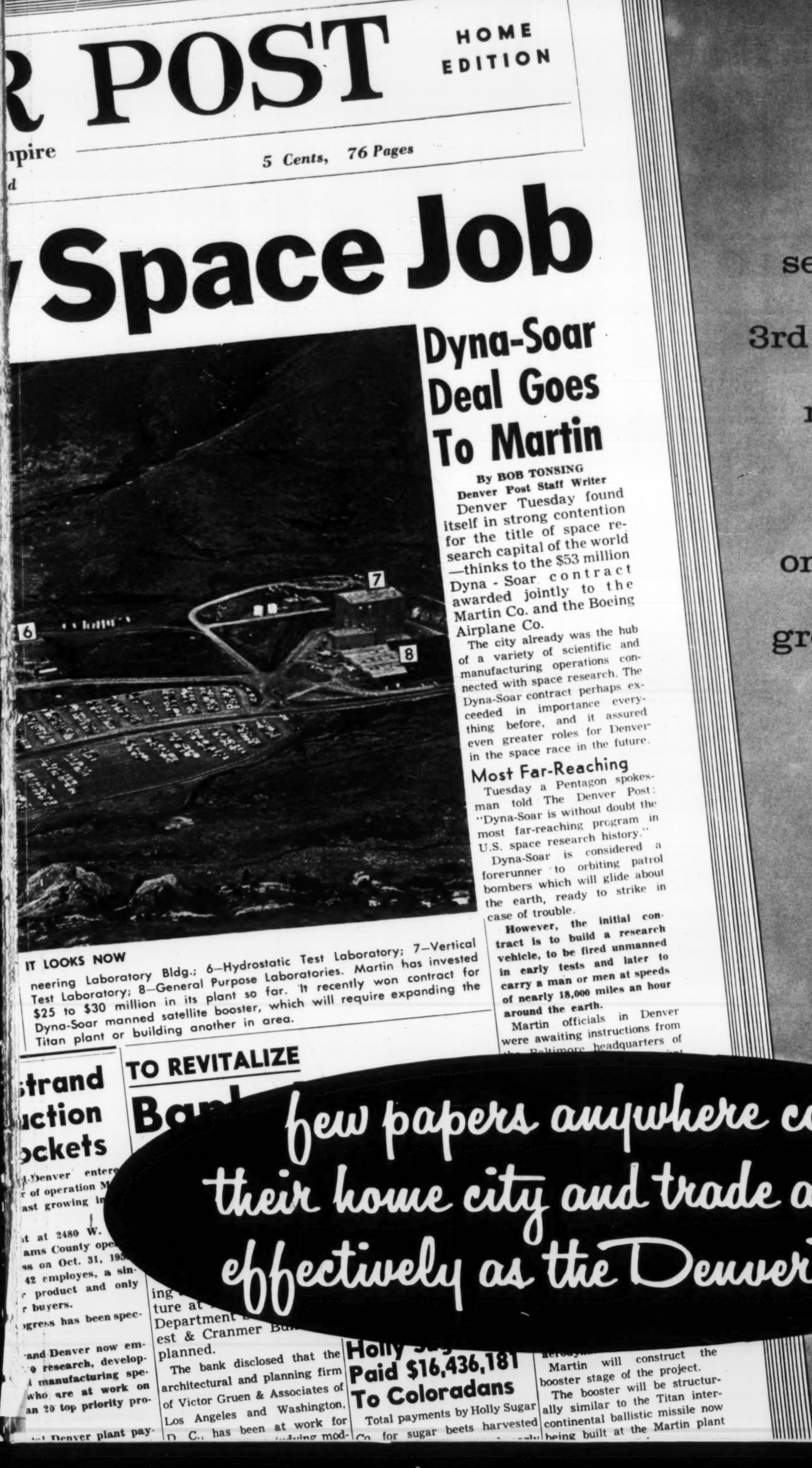

R POST

HOME EDITION

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5 Cents, 76 Pages

y Space Job

Dyna-Soar Deal Goes To Martin

By BOB TONSING
Denver Post Staff Writer

Denver Tuesday found itself in strong contention for the title of space research capital of the world —thinks to the $53 million Dyna - Soar contract awarded jointly to the Martin Co. and the Boeing Airplane Co.

The city already was the hub of a variety of scientific and manufacturing operations connected with space research. The Dyna-Soar contract perhaps exceeded in importance everything before, and it assured Denver even greater roles for Denver in the space race in the future.

Most Far-Reaching

Tuesday a Pentagon spokesman told The Denver Post: "Dyna-Soar is without doubt the most far-reaching program in U.S. space research history."

Dyna-Soar is considered a forerunner to orbiting patrol bombers which will glide about the earth, ready to strike in case of trouble.

However, the initial contract is to build a research vehicle, to be fired unmanned in early tests and later to carry a man or men at speeds of nearly 18,000 miles an hour around the earth.

Martin officials in Denver were awaiting instructions from the Baltimore headquarters of

Martin will construct the booster stage of the project.

The booster will be structurally similar to the Titan intercontinental ballistic missile now being built at the Martin plant

IT LOOKS NOW

neering Laboratory Bldg.; 6—Hydrostatic Test Laboratory; 7—Vertical Test Laboratory; 8—General Purpose Laboratories. Martin has invested $25 to $30 million in its plant so far. It recently won contract for Dyna-Soar manned satellite booster, which will require expanding the Titan plant or building another in area.

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The bank disclosed that the architectural and planning firm of Victor Gruen & Associates of Los Angeles and Washington, D. C., has been at work for

Holly Su Paid $16,436,181 To Coloradans

Total payments by Holly Sugar Co. for sugar beets harvested

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

few papers anywhere cover their home city and trade area as effectively as the Denver Post

CIRCULATION

Evening, except Saturday . . .	252,748
Sunday	339,281
Empire Magazine and Comics .	366,564

A.B.C. Publisher's Statement
March 31, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Ads in National Media Help Boom Sales for Real Estate Business

NEW YORK, Dec. 15—The real estate business has decided there's no business like the business you get by advertising.

Several new land developments are being promoted by state and national campaigns as extensive and elaborate as for many new products. One of the largest is a $1,000,000 campaign planned by Arvida Corp. to promote its Royal Palm Yacht & Country Club, a luxury subdivision of 742 lots, (complete with Sam Snead as golf pro) in Boca Raton, Fla.

The Boca Raton office of Fletcher Richards, Calkins & Holden is handling.

The campaign got under way on a statewide basis in May, and went into national media this month. It will continue on a national basis until April. On network tv, the company is using "Today" (NBC-TV). In magazines, the company has scheduled 22 color pages in 11 magazines and two Sunday supplements.

The media list includes *Business Week, Forbes, Fortune, Harper's Bazaar, Holiday, The New Yorker, Social Spectator, Sports Illustrated, Town & Country, Vogue* and *U. S. News & World Report* plus Sunday supplements in Detroit and Pittsburgh. The ads will run from December through April.

■ This week, the local campaign will be expanded to include full pages running twice a week in newspapers during the peak winter season in about five Florida cities. A tv spot campaign is also planned in Miami and Palm Beach.

Builder Ad Use Grows

—Real estate advertisers' new interest in national media is shown by figures from the Magazine Advertising Bureau. In 1955, real estate advertising in general and farm magazines measured by MAB totaled only $168,460, but by 1958 this figure had risen to $1,626,327. For the first nine months of 1959, however, the figure declined to $756,120, compared to the $1,097,164 spent in the first nine months of 1958. #

Much of the local promotion is aimed at real estate brokers. A cartoon figure, called Arvie, has been created as a "sophisticated" symbol for the corporation, and is used in all communications to brokers and sales managers.

For example, Arvie is the "author" of 12 booklets being mailed monthly to hundreds of brokers all over Florida. These booklets cover such topics as "How To Use Classified Ads," "How To Write Classified Ads," "How Arvida Listing Forms Can Bring You More Sales," etc.

■ Arvie is also one of four characters heard on a 45 rpm record sent to brokers. On it, "Jim Broker" discusses what to look for in real estate with "Mr. and Mrs. Buyer" while Arvie prompts the broker with sales tips about Arvida properties.

An Arvie trophy, representing the jaunty figure of Arvie, has also been developed. A bronze version of the trophy goes to any man who sells an Arvida lot; a gold trophy is given to realtors who meet a given six-months sales quota.

The brokers are also being featured in Arvida newspaper ads. For example, one ad pictures the business cards of about 150 brokers. The headline reads: "Get your realtor's unbiased evaluation of this unique subdivision. Here's his business card for easy reference."

The campaign has "already more than proved its worth," the company has reported to ADVERTISING AGE. By the end of November, 220 out of the 742 lots had been sold, representing sales of $3,375,000. In addition the company had contracts for construction exceeding $4,600,000.

■ Another new subdivision in Florida, the Palm Beach Lakes "city within a city," is being advertised as a national tourist attraction via large-space ads in newspaper travel sections in northern markets.

To attract visitors, the developer, Perini-Westward Developers Inc., has built a "World's Fair of Good Living" at the subdivision headquarters. The company expects the exhibit to draw 1,000,000 visitors in the next three years.

The exhibit, according to the company, is a "showcase of Florida living," consisting of model homes, lagoons and gardens, plus a unique exhibit hall which is described as a "hyperbolic paraboloid." Within its 10,000 sq. ft. area are displays of local facilities and national manufacturers (including the RCA-Whirlpool Miracle Kitchen which went to the Moscow fair).

■ An ad budget of "several hundred thousand" has been set up for the project this year. The campaign started at the end of November with ads in the *New York Times* travel section plus newspapers in ten other northern markets. In Florida, a newspaper and spot tv campaign has been augmented by a large outdoor campaign involving 75 printed bulletins and 300 road signs.

A magazine campaign is also being scheduled, and a 20-page editorial section will appear in the January *House & Garden* featuring the "city within a city" concept.

The ad agency is Olson & Gustavson, Ft. Lauderdale.

The land business is booming in California too: Lake Alhambra Development Corp. scheduled a six-month spot radio campaign for its Antioch development, but had to terminate it after two weeks because all the 240 homesites had been sold. Stations used in the campaign were KABL, Oakland, and KSFO, San Francisco. Cappel, Pera & Reid, Orinda, Cal., is the agency. #

NBP Creates New Award

To recognize the "market maker of the year," National Business Publications, Washington, D. C., will present its first Silver Scepter award to an outstanding captain of industry at its next annual spring meeting, March 6-10 at Boca Raton, Fla. Not to be confused with the organization's silver quill award, the Silver Scepter will be presented annually at each NBP spring meeting to symbolize top management's role in making new markets for goods and services. Selection of the first recipient will be announced within the next few weeks. It is expected that the recipient of the award will make the keynote address at each annual spring meeting.

Boston Conference Available

The official proceedings of the 1959 Boston Conference on Distribution have been published in a bound volume. The report, priced at $5.50 per copy, is available from the Boston Conference on Distribution, Soldiers Field, Boston.

THE ONLY WAY—*J. Wilson Beaver, left (Winston Hargrave), and Alvin Trueheart (Michael Ecksel) prepare to end it all after their plan to get all the industrial advertising in Philadelphia fails. The two men are leading characters in a Christmas party skit put on by the Eastern Industrial Advertisers.*

Image-Building Program Eased Chicago Debut of Small-Town Eagle Food Chain

CHICAGO, Dec. 15—Success in today's competitive supermarket business may lie, ironically, in providing those touches of friendly personal service that are usually sacrificed by the very nature of supermarkets, judging from observations by the head of an expanding food chain here.

Richard Waxenberg, president of Eagle Food Centers, Milan, Ill., told an American Marketing Assn. Chicago chapter meeting last week that the image of friendly service in clean, bright, colorful surroundings in Eagle's supermarkets has been Eagle's biggest weapon in competing with the big chains.

■ Until about a year ago Eagle was, according to Mr. Waxenberg, a "small town operator" with some 28 stores in northern Illinois and eastern Iowa. It entered the Chicago market about a year ago with a north side store and a north suburb (Glencoe) store. Despite initial apprehensions about entering the big Chicago league, he said, the company's success here has spurred plans for two more stores to open next year. Sites for stores on the south side are already being studied, he added.

The key to Eagle's success in getting these stores going in a tough market, Mr. Waxenberg said, is an intense image projection program developed in each community long before the store is even built. This program, handled by Daniel J. Edelman & Associates, Chicago pr counsel, includes studying local desires in food stores service and establishing Eagle's civic interest in the local community, Mr. Waxenberg explained.

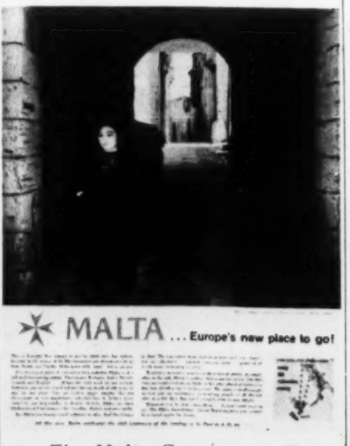
■ He also made these observations about Eagle's operations:

• Eagle's volume in 1959 was a little over $52,000,000.

• Trading stamps, which Eagle uses in its other markets and launched in its Chicago stores after its first six months here, "have cost the company less than the profit it made on the volume the stamps brought in. Stamps definitely have not raised our prices," he added.

• Private labels, which account for about 8% of Eagle's volume, lost ground to the national brands in 1958. Chicago buyers like private labels more than people in its other markets, he added.

• With the opening of at least two more stores in the Chicago area next year, Eagle will definitely be buying Chicago metropolitan newspaper space next year. #



MALTA ... Europe's new place to go!

AD—*The Malta Government Tourist Board inaugurates a major ad drive in the U.S. with this page in The Atlantic, Esquire, Harper's Magazine, Holiday, The New York Times Magazine, The New Yorker, and Saturday Review. Ellington & Co., New York, is the agency.*

Smith, Dorian Gains Two

Two new accounts have appointed Smith, Dorian & Burman, Hartford, to handle their advertising. They are American Chemical & Refining Co., Waterbury, Conn., producer of precious metal electroplating chemicals and materials, and Balteau Electric Corp., Stamford, Conn., manufacturer of portable x-ray equipment.

Pennsalt Promotes Clem

Pennsalt Chemicals Corp., Philadelphia, has appointed Albert H. Clem to the new post of marketing vp. Mr. Clem, formerly general manager of the chemical specialties division, is being replaced by George R. Lawson, formerly marketing director of Pennsalt's industrial chemicals division.

Emerson Sets Spot TV Drive

Emerson Radio & Phonograph Corp., Jersey City, will run a spot tv campaign in about 30 markets from May through July, 1960. Minute and 30-second spots will be used to promote its Kool "instant installation" air conditioner, with dealer tie-ins. Newspapers may be used. Friend-Reiss Advertising is the agency.

Johnston to Dudgeon, Taylor

Hugh W. Johnston, formerly with Gray & Kilgore, Detroit, has joined Dudgeon, Taylor & Bruske, Detroit industrial agency, as manager of media and production.

Survey? We Asked Our Wives, Admen 'Explain' in Skit

PHILADELPHIA, Dec. 15—Satirists have not been lax when it comes to roasting the advertising industry, but sometimes the most telling blows are struck by the men in the field themselves.

Case in point is a recent original playlet performed by members of the Eastern Industrial Advertisers for other members at the group's annual Christmas party.

"The Exceedingly True-to-Life Adventures of Alvin Trueheart, Boy Ad Man," was authored by John Donahey, director of advertising and public relations for Foote Mineral Co., and directed by William Fischelis, Al Paul Lefton Co. The part of J. Wilson Beaver was played by Winston Hargrave, M. Russell Berger Inc.; Michael Ecksel, Ames Publishing Co., played Trueheart.

Trueheart, at 40, comes to Philadelphia to answer an ad that seeks a man with "20 or more years of experience as an industrial advertising manager. Ability to manage people; age 30 to 40."

■ The ad has been placed by Beaver, of the Beaver, Badger, Dodo & Ostrich agency, who has a plan that springs from the awareness that "the average advertising agency does not appreciate the problems of the average industrial advertising manager."

Beaver's answer to this problem is to "hire every advertising manager in the city," and Trueheart's job is to act as liaison between the agency and the ad managers. He must recruit them and make advertising men out of them. These men will in turn be expected to bring into the agency the accounts of their former companies.

Beaver is even willing to "do something that rarely happens in the agency game"..... make Trueheart a vp. Trueheart accepts the job, at $85 per week.

■ Trueheart gets all the ad managers of major industrial accounts in the area and trains them. There are courses in psychology, centering mainly on "How to give an advertising manager an inferiority complex." He explains that a good account executive would make even Michelangelo go outside for his art work.

To test them, Beaver conducts an oral examination with questions delivered sealed, by a bank official. Some of his questions, and the answers of the men, given in unison (discussing motivational research):

What kind of research?
In depth.
Conducted how?
By impartial surveys.
Who was surveyed?
A significant sample.
Who conducted the survey?
A well-known research institute.
The findings are?
Exciting.
And?
Never before published.
And?
Confidential.
Now, gentlemen, where did the information really come from?
"We asked our wives." #

Pennsylvania Law Shifts Soft Drink Tax to Retail Level

Gov. David L. Lawrence has signed a bill passed by the legislature shifting Pennsylvania's 4% sales tax on soft drinks from the wholesale to the retail level. The tax begins on sales of 11¢. Backers of the bill claim it will yield an additional $1,000,000 in a two-year fiscal period.

The governor's office estimated it would yield $1,500,000, but said it would come mostly from collection improvements also contained in the bill.

Information for Advertisers

Maclean-Hunter Publishing Co. Ltd. has published the 1959 *Financial Post Directory of Directors.* Comprised of two sections, it gives an alphabetical listing of key Canadian directors and executives resident in Canada, with their directorships, official positions, business and home addresses and alphabetically lists key Canadian companies with addresses and names and positions of all their executive officers and directors. Additional information is available from Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto 2.

• A comprehensive selection of management aids available to dealers and distributors will be offered in the "1960 Cities Service Business Library Catalog." To be released Jan. 2, copies will be available free of charge from the department of business research & education, **Cities Service Petroleum,** 60 Wall St., New York 5.

• A study showing the relationship between income and all major appliances, "The Market for Appliances in San Antonio," has been published by the **San Antonio Express** and **News.** Additional information is available from Hal Taxel, advertising director, *San Antonio Express* and *News.*

• An exhibitors manual giving the fundamentals of exhibiting, including types and design and a check list, has been published by **Displayers Inc.** Copies are free upon request on company letterhead to Displayers Inc., 635 W. 54th St., New York 23.

• A sound slidefilm in full color, "Creative Persuasion," which presents fundamentals of a successful bank sales call, has been released by **Financial Public Relations Assn.** Available from the Financial Public Relations Assn., 231 S. La Salle St., Chicago 4, the film sells for $60 per copy and may also be rented at the rate of $10 for the first showing and $7.50 for each subsequent showing during the same rental period.

• Processes of list rental, including information on how to earn extra profits by renting lists and how much extra income to expect, based upon the size and type of the list, is included in a booklet, "List Rental Profits." Copies are available from **Dependable Mailing Lists Inc.,** PR 11, 381 Park Ave., South, New York 16.

• Proper handling and storage of video tape are discussed in "Video Talk" Bulletin No. 1, now available on request from **Minnesota Mining & Mfg. Co.** (3M), 900 Bush Ave., St. Paul 6. The bulletin is also accompanied by a folder for permanent file purposes and specification pages for both Scotch brand tv tape 179 and Scotch brand tv tape reels, commercially produced exclusively by 3M.

• Copies of "Aloha Hawaii," a 32-page reprint of the November issue of **Hardware World**, are available from *Hardware World,* 1355 Market St., San Francisco 3. The reprint contains separate sections on progress, retailing and wholesaling in Hawaii. Single copies are available free by request on company letterhead and additional copies are 25¢ each.

• A study measuring the size audience of four medical magazines, *Medical Economics, Journal of the American Medical Assn., Modern Medicine,* and *MD Medical News-magazine,* has been published by **Medical Economics.** Audiences for each magazine are reported by such characteristics as age of physician, field of practice and by physicians' estimates of prescription volume and patient load. Additional information is available from the Advertising Research Foundation, 3 E. 54th St., New York 22.

• Reactions of the working class housewife to television, family behavior magazines and advertising messages have been recorded in a survey conducted by Social Research Inc. for **True Story Women's Group,** New York. Additional information about "The Golden Triangle" is available from Lee Andrews, True Story Women's Group, 205 E. 42nd St., New York 17. #

THERE'S **NEWS** IN **NASHVILLE**

C-I-D

FOR COMPLETE INFORMATION
Ask a BRANHAM man—or write:
General Advertising Dept.,
NEWSPAPER PRINTING CORPORATION
1100 Broadway, Nashville 1, Tennessee

A new Incentive Plan for advertisers who seek MAXIMUM NEWSPAPER EFFECTIVENESS

CONTINUITY-IMPACT-DISCOUNT PLAN

(EFFECTIVE JANUARY 1, 1960)

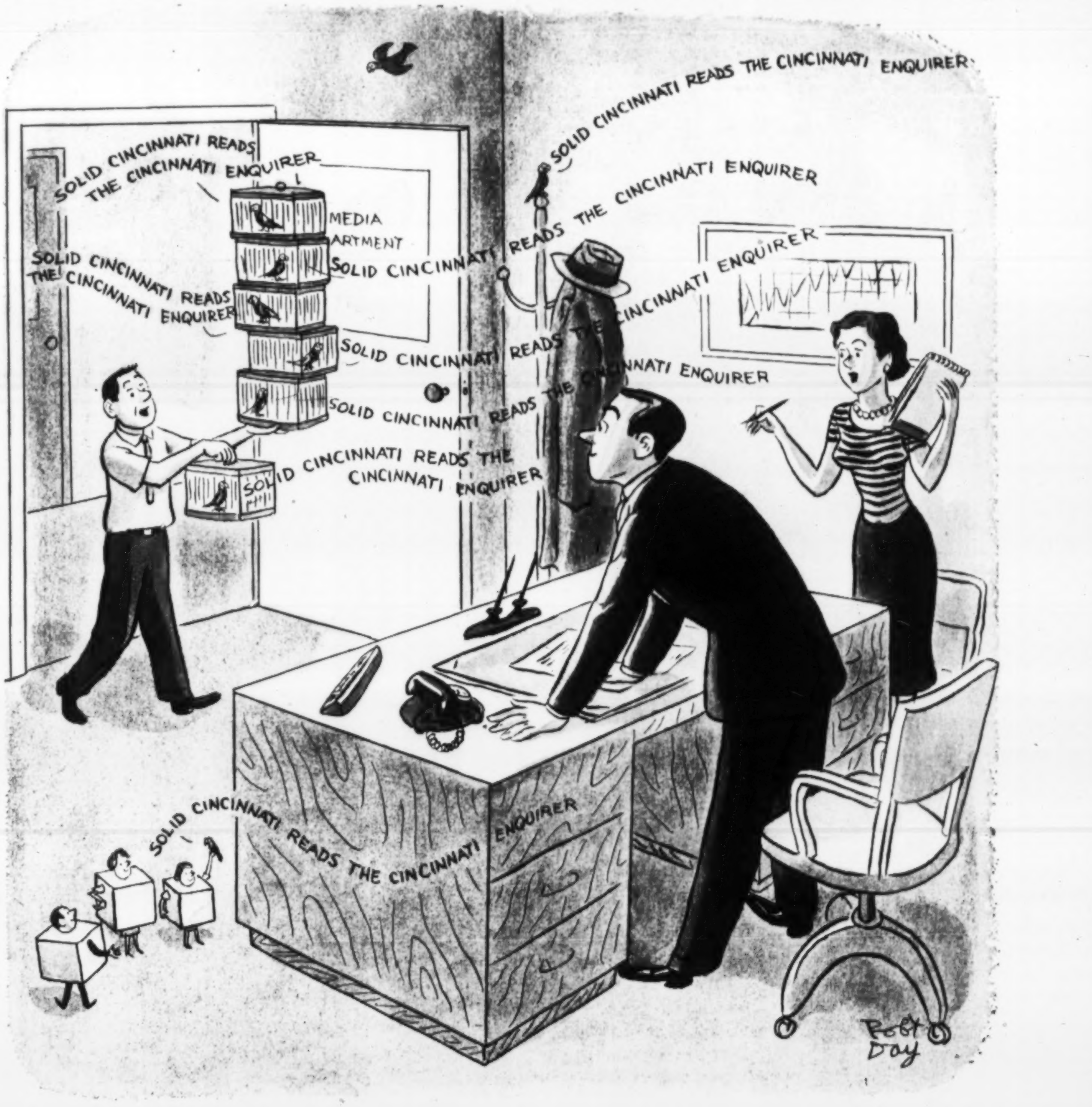
providing discounts up to 13% based on current open rates

An advertiser determines his minimum space and frequency. The greater the linage and frequency commitment, the higher the discount. For space above this minimum, an even higher discount is earned. Daily combination, Sunday ROP and Sunday Magazine may be applied and combined to earn discounts.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.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Rob't Day

"Orders from Mr. Beazley — wants every account man to have one!"

SPREADING THE GOOD WORD about your product where it counts in the Greater Cincinnati market is a matter of choosing the newspaper that reaches the solid *market-that-matters.* And Solid Cincinnati, of course, reads the Cincinnati Enquirer in overwhelming numbers. Result: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. Want the picture — clear and unmistakable? Ask The Enquirer's Research Department to show you the just-completed 1959 Top Ten Brands Survey.

Represented by Moloney, Regan & Schmitt, Inc.

December Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Commonweal	15.9	19.0	170.9	164.6	6,678	7,980	82,362	69,132
†Cue	71.3	99.2	735.7	799.3	30,602	42,542	315,591	343,906
Down Beat	56.7	47.8	513.6	456.0	21,280	20,090	213,106	189,552
Grit	22.2	38.3	293.8	281.5	22,239	38,313	293,780	281,545
††Life	396.1	357.2	3,391.9	3,106.3	269,365	242,928	2,306,489	2,112,258
Look	152.6	146.5	1,328.6	1,287.0	103,768	99,620	903,448	875,160
††Newsweek	357.4	260.5	2,803.8	2,514.9	150,108	109,410	1,177,596	1,056,258
§New Yorker	686.2	740.8	4,599.0	4,110.9	294,375	317,788	1,972,971	1,763,575
#National	676.4	725.6	4,494.2	3,990.5	290,160	311,278	1,928,006	1,711,931
#Sectional	35.1	54.2	369.6	430.0	15,052	23,251	158,566	184,446
Presbyterian Life	14.4	21.0	147.5	130.5	6,055	8,821	62,027	54,828
The Reporter	30.7	13.3	253.1	123.3	12,884	5,611	106,286	51,786
†Saturday Evening Post	276.1	353.6	2,636.1	2,728.4	187,742	240,440	1,792,574	1,855,278
†Saturday Review	108.9	114.9	995.1	900.1	45,748	48,275	417,940	378,106
Sporting News	24.1	28.4	272.2	304.7	26,157	30,810	295,338	330,618
*††Sports Illustrated	239.4	133.4	1,569.0	1,239.0	102,672	57,247	677,150	531,325
††Time	342.6	265.5	2,729.4	2,566.2	143,871	111,497	1,146,358	1,077,799
†TV Guide	75.6	72.2	618.7	499.1	13,750	13,141	112,582	90,860
U. S. News & World Report	308.6	239.0	2,508.0	2,296.5	129,628	100,410	1,053,339	964,537
Total Group	3,178.8	2,950.6	25,566.4	23,508.3	1,566,922	1,494,923	12,928,937	12,026,523

†Four issues November 1959; five issues November 1958. ††Five issues November 1959, four issues November 1958. #Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for regional space.

Women's

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
†Bride & Home	—	—	331.8	203.6	—	—	209,675	128,648
†Bride's Magazine	—	—	697.7	653.6	—	—	440,946	413,075
Everywoman's Family Circle	49.5	44.0	540.2	503.5	21,236	18,876	231,747	216,002
Good Housekeeping	87.7	90.2	1,247.4	1,241.3	37,635	38,675	535,150	532,501
Ladies' Home Journal	78.5	70.8	1,080.9	1,012.2	53,394	48,145	734,990	688,309
McCall's	62.8	46.1	802.5	765.6	42,790	31,358	545,751	520,656
††Modern Bride	—	—	586.8	520.9	—	—	370,832	329,196
§*Parents' Magazine:								
National Edition	62.9	53.4	802.8	747.6	27,133	23,439	346,496	326,136
Metropolitan New York Edition	72.8	62.4	880.8	843.8	31,321	26,862	379,836	363,316
Pacific Mountain Edition	64.3	58.1	829.8	791.7	27,686	25,013	357,945	340,880
Seventeen	77.2	61.3	1,348.1	1,245.8	52,507	41,682	916,688	847,132
*Woman's Day	50.3	26.5	481.9	377.5	21,591	11,369	206,719	161,948
The Workbasket	23.7	29.0	447.6	444.8	4,648	5,696	87,736	87,190
Total Group	629.7	541.8	10,078.3	9,351.9	319,941	271,115	5,364,511	4,954,889

†Published quarterly in January, April, July and October. Cumulative figures shown for October issue. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Cumulative figures shown for combined November-December issue. *Includes sectional linage prorated to circulation of regional editions. §Includes Shopping Scout Section and School & Camp linage.

General

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
American Artist	31.4	27.4	292.6	298.3	13,184	11,522	122,889	125,298
American Forests	19.0	13.4	206.1	204.8	7,980	5,628	86,562	86,030
American Legion	14.3	12.8	197.0	167.3	5,989	5,370	82,749	70,278
Argosy	17.6	19.2	279.4	262.4	7,587	8,217	119,856	112,571
Atlantic	44.7	43.0	460.7	404.1	18,790	18,087	193,513	169,756
†Christian Herald	24.5	41.1	421.7	441.6	10,526	17,632	181,028	189,687
Columbia	7.1	9.3	145.4	124.9	2,991	3,893	61,150	52,420
Coronet	64.0	72.0	593.5	533.5	11,520	12,960	106,830	96,300
Cosmopolitan	29.3	12.5	302.5	228.6	12,622	5,350	129,921	98,009
Ebony	104.8	89.6	979.2	850.4	71,292	60,975	665,860	578,308
Elks Magazine	15.1	14.2	170.0	153.0	6,521	6,111	72,237	70,138
††Esquire	186.6	142.0	979.8	925.5	125,395	95,424	658,426	621,936
Extension	18.7	14.6	186.1	208.2	12,844	10,025	128,028	143,134
Flying	50.0	51.7	589.3	537.1	21,000	21,714	247,506	225,582
Golf Digest	29.4	18.1	282.5	236.0	5,993	3,692	57,621	48,146
Gourmet	61.1	58.0	417.3	402.4	26,209	24,897	178,891	172,690
Grade Teacher	18.8	16.7	358.0	362.8	8,302	7,353	157,878	159,964
Harper's Magazine	37.2	36.1	425.1	374.1	15,648	15,163	178,578	157,146
High Fidelity	104.6	95.0	934.7	888.9	43,932	39,900	392,574	373,338
Hi Fi Review	66.7	51.7	586.9	465.2	28,014	21,714	246,498	195,384
Holiday	149.6	134.2	1,139.5	1,087.0	101,740	91,286	774,886	739,183
Hot Rod	40.5	27.5	441.1	314.1	16,996	11,564	185,304	131,964
Improvement Era	32.7	28.9	324.6	314.5	13,721	12,152	136,347	132,105
Instructor	12.9	12.5	336.9	329.8	8,818	8,528	230,530	225,454
Motor Boating	91.3	83.8	1,619.5	1,506.6	53,692	48,902	952,184	885,661
Motor Life	19.4	10.2	230.8	191.1	8,134	4,270	96,926	80,276
Motor Trend	28.3	14.9	317.4	239.1	11,886	6,244	132,092	100,450
National Geographic Magazine	39.0	35.0	489.6	465.4	9,282	8,330	116,535	110,758
Playboy	46.0	28.2	316.1	175.6	19,331	11,879	132,669	73,387
Popular Boating	49.7	33.4	855.5	629.0	29,223	19,639	503,034	369,852
Popular Photography	101.0	104.9	872.1	929.1	42,420	44,058	366,282	390,222
Promenade	28.1	28.0	244.9	247.2	12,037	12,012	104,998	106,040
Reader's Digest	66.0	44.0	905.0	603.0	12,012	8,008	164,710	109,746
Redbook	24.1	26.3	393.6	381.3	10,349	11,291	168,875	163,599
The Rotarian	6.0	5.9	101.6	93.4	2,523	2,505	42,642	39,450
Sports Cars Illustrated	47.9	33.5	349.0	302.3	20,118	14,070	146,580	126,966
Today's Health	23.9	22.5	326.1	286.2	10,291	9,695	139,936	122,835
Together	8.8	7.6	142.2	124.2	3,774	3,253	61,001	53,283
Town & Country	95.0	86.0	923.8	805.4	60,053	54,393	583,809	509,061
True	45.6	40.1	409.5	367.0	19,566	17,219	175,668	157,427
V. F. W. Magazine	7.5	5.2	131.9	133.0	3,159	2,122	55,394	55,853
Yachting	89.5	77.8	1,450.8	1,334.8	52,626	45,746	853,070	784,862
Total Group	1,997.7	1,728.8	21,129.3	18,928.2	978,090	842,793	10,192,067	9,214,549

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at a reduced decimal equivalent.

Home

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
American Home	36.7	34.1	563.0	574.5	23,217	21,573	355,815	363,141
Antiques	61.0	57.8	725.5	724.9	17,934	16,978	214,297	214,150
Better Homes & Gardens	55.2	69.9	1,038.3	1,097.6	34,854	44,185	656,217	693,653
Flower & Garden	14.7	15.6	339.4	301.4	6,159	6,549	142,528	120,252
Flower Grower	22.7	25.7	537.7	527.0	9,544	10,811	225,839	221,349
House Beautiful	120.6	100.0	1,301.3	1,229.7	76,203	63,200	822,432	777,192
House & Garden	74.8	67.3	901.0	806.0	47,279	42,543	569,408	509,371
†Living for Young Homemakers	44.8	33.9	832.3	744.5	28,297	21,444	525,995	470,496
Popular Gardening	23.3	22.7	504.8	475.3	9,768	9,516	212,028	199,667
Sunset Magazine	99.7	94.0	1,443.7	1,357.8	41,908	39,481	606,546	570,528
Total Group	553.5	521.0	8,187.0	7,838.7	295,163	276,280	4,331,105	4,139,799

†Sectional linage included.

Fashion

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
†*Glamour	91.1	39.9	993.4	870.3	39,072	17,102	426,164	373,337
Harper's Bazaar	75.8	71.8	1,047.5	1,090.6	48,021	45,425	662,091	689,318
*Mademoiselle	39.9	41.6	974.2	978.5	17,129	17,836	417,927	419,892
Vogue	99.0	87.9	1,611.3	1,628.7	62,544	55,574	1,018,364	1,029,345
Total Group	305.8	241.2	4,626.4	4,568.1	166,766	135,937	2,524,546	2,511,892

†Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959. *Sectional linage included.

Movie-Romance-Radio-TV

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
†Dell Modern Group:								
Modern Romances	19.2	21.7	316.2	314.2	8,213	9,330	135,668	134,828
Modern Screen	17.5	18.8	210.6	196.1	7,493	8,068	90,330	84,117
Screen Stories	13.8	16.5	173.3	167.5	5,920	7,067	74,347	71,865
Fawcett Women's Group:								
Motion Picture	17.5	13.1	182.0	165.7	7,508	5,604	78,058	71,085
True Confessions	21.3	17.7	271.5	247.9	9,138	7,590	116,486	106,336
Hillman Romance Group	2.4	5.1	51.0	114.9	1,069	2,207	22,113	49,372
††Hillman Women's Group	19.4	13.3	219.8	147.5	8,362	5,737	94,589	63,346
Ideal Women's Group:								
Intimate Story	24.1	20.7	279.9	209.5	10,351	8,898	120,138	89,883
Movie Life	25.0	23.4	282.0	242.2	10,731	10,053	121,038	103,909
Movie Star TV Close-Ups	25.0	23.5	282.0	242.2	10,721	10,089	120,981	103,875
Personal Romances	23.3	21.0	280.9	212.1	9,993	8,990	120,620	91,009
TV Star Parade	21.3	19.5	252.0	201.1	9,143	8,351	108,123	86,329
Secrets Romance Group:								
Revealing Romances	16.7	15.5	246.3	218.4	7,160	6,635	105,665	93,690
*Confidential Confessions	16.5	14.4	232.8	113.1	7,070	6,178	99,885	48,628
*Daring Romances	16.5	14.4	226.9	161.0	7,070	6,178	97,346	69,070
Secrets	16.7	14.3	246.3	221.2	7,160	6,119	105,651	94,904
§Silver Screen	14.5	14.5	151.1	146.1	6,206	6,231	64,811	62,656
True Story Women's Group:								
Photoplay	25.4	22.7	311.1	282.7	11,091	9,750	133,456	121,293
True Experience	11.2	8.3	173.4	140.9	4,815	3,551	74,375	60,437
True Love Stories	11.0	8.2	174.6	140.8	4,727	3,532	74,907	60,389
True Romance	11.0	8.3	175.2	142.1	4,733	3,542	75,150	60,946
True Story	49.4	46.9	664.3	559.4	21,178	20,130	276,418	239,993
TV-Radio Mirror	10.0	6.9	147.4	115.8	4,292	2,949	63,243	49,697
Total Group	428.7	388.7	5,550.6	4,702.4	184,144	166,779	2,373,398	2,017,657

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January issue in 1959 or 1958. ††No November 1958 issue. §Published bi-monthly; alternates with Screenland; cumulative figures shown combined with those of Screenland. *Beginning in February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

§Business (December)

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Dun's Review & Modern Industry	60.8	58.1	953.1	882.8	25,540	24,414	399,308	370,792
Fortune	173.8	135.5	1,972.5	1,835.0	109,810	85,636	1,246,620	1,159,720
Nation's Business	43.7	36.2	614.2	522.3	18,369	15,178	258,067	222,279
Total Group	278.3	229.8	3,539.8	3,240.1	153,719	125,228	1,903,995	1,752,791

§Because current month linage figures for several publications are not yet available this group is broken into a December and a November section.

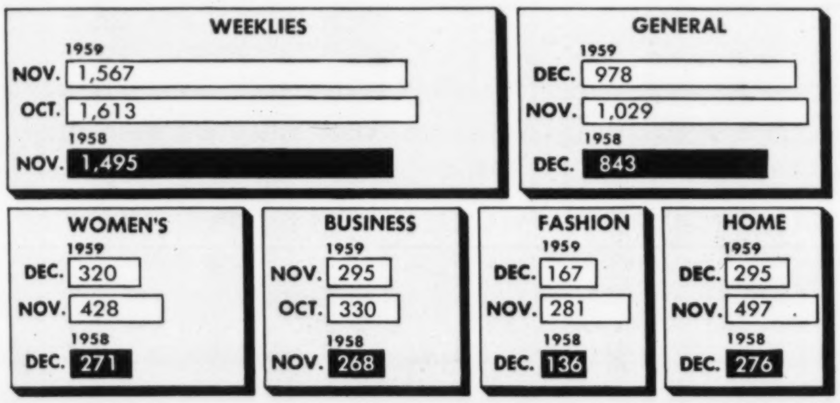
Business (November)

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
†Barron's	93.8	65.9	862.5	724.5	61,539	43,267	565,789	475,330
††Business Week	463.4	432.7	4,413.3	4,081.5	194,634	181,742	1,853,586	1,714,230
Financial World	37.3	44.6	559.7	564.2	15,669	18,749	235,082	236,994
Forbes	55.9	58.5	619.5	539.8	23,499	24,587	260,183	226,743
Total Group	650.4	601.7	6,455.0	5,910.0	295,341	268,345	2,914,640	2,653,297

†Five issues November 1959; four issues November 1958. ††Four issues November 1959; five issues November 1958.

Magazine Linage Trend

Figures in Thousands



Farm Magazines

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Capper's Farmer (mon)	21.4	23.1	438.6	552.9	9,202	9,910	188,236	237,233
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	27.8	25.2	404.7	420.3	11,928	10,814	173,597	180,333
#Southwestern Edition	29.4	24.1	414.6	415.8	12,623	10,342	177,848	178,410
Average 2 Editions	28.4	24.8	408.5	418.6	12,199	10,630	175,255	179,583
Farm Journal: (mon)								
#Central Edition	71.1	57.3	1,038.3	945.2	30,491	24,579	445,412	405,494
#Eastern Edition	56.7	54.0	918.6	849.4	24,343	23,148	394,080	364,374
#Southern Edition	50.1	48.5	801.3	766.9	21,484	20,791	343,751	329,001
#Western Edition	59.7	51.3	976.5	879.8	25,630	22,006	418,909	377,415
Average 4 Editions	59.4	52.8	933.7	860.3	25,487	22,631	400,538	369,071
Progressive Farmer: (mon)								
#Carolina-Va. Edition	51.6	47.8	856.5	858.9	35,056	32,522	582,394	584,019
#Ga.-Ala.-Fla. Edition	49.6	48.2	851.6	872.2	33,744	32,806	579,060	593,123
#Ky.-Tenn.-W.Va. Edition	50.2	47.7	808.0	811.0	34,150	32,419	549,409	551,513
#Miss.-La.-Ark. Edition	45.8	47.7	813.5	818.0	31,114	32,444	553,183	556,271
#Texas Edition	44.6	50.2	839.9	846.8	30,360	34,143	571,124	575,832
Average 5 Editions	48.4	48.3	833.9	841.4	32,885	32,867	567,036	572,152
Successful Farming (mon)	48.8	46.2	911.1	847.0	21,980	20,809	409,988	381,128
Total Group	206.4	195.2	3,525.8	3,520.2	101,753	96,847	1,741,053	1,739,167

#Not included in totals.

Youth

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
American Girl	19.0	15.8	292.2	308.8	8,162	6,788	125,342	132,482
Boys' Life	39.2	33.9	339.3	321.1	26,661	23,058	230,704	218,383
Child Life	.2	2.3	8.7	25.9	103	970	3,739	11,107
Scholastic Magazines	32.3	29.3	417.6	392.4	13,610	12,325	175,448	164,840
Scholastic Roto	7.3	7.6	71.7	59.4	6,392	6,618	62,817	51,896
'Teen Magazine	11.8	5.0	99.4	56.5	4,970	2,100	41,832	23,828
Total Group	109.8	93.9	1,228.9	1,164.1	59,898	51,859	639,882	602,536

Mechanics & Science

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Mechanix Illustrated	65.4	63.5	847.7	806.3	14,643	14,227	189,876	180,621
Popular Electronic	64.6	64.3	695.4	732.5	14,470	14,403	155,769	164,080
Popular Mechanics	100.1	97.6	1,384.1	1,312.6	22,423	21,864	310,061	294,036
Popular Science	97.0	90.5	1,241.8	1,220.6	21,726	20,251	278,118	273,396
†Science & Mechanics	84.6	83.0	485.4	465.1	18,943	18,603	108,732	104,183
Total Group	411.7	398.9	4,654.4	4,537.1	92,205	89,348	1,042,556	1,016,316

†Published bi-monthly; figures shown for combined November-December issue.

(Continued on Page 52)

Magazine-testing machine!

Far more change is being made for copies of Ladies' Home Journal than for any other woman's magazine... a solid 13% more by latest official count.

This all-important fact comes from independent magazine-testing laboratories—the newsstands across America.

If you asked your wife—or more than 6,000,000 other women—why her favorite magazine is Ladies' Home Journal, she would probably tell you it's because of the dazzling array of people who edit, write for, paint for, and contribute ideas to the Journal. People like (in December) Mrs. Billy Graham, whose "Christmas Story" for children is told simply and tenderly; Queen Mary, who comes to life in a definitive biography; Pat Boone, who talks to teen-agers; Dr. Spock, who talks to parent-agers; Dorothy Thompson, who talks to all-agers.

But if you asked a Journal advertiser, he would tell you that the Journal's talent-rich and idea-studded climate makes more than small change for him. Witness that advertisers invest far more in Ladies' Home Journal than in any other magazine for women. And the trend continues—advertising columns in the January Journal are up 17% over 1959!

THE NO. 1 MAGAZINE FOR WOMEN
NO. 1 IN CIRCULATION
(NOW OVER 6,000,000)
NO. 1 IN NEWSSTAND SALES
NO. 1 IN ADVERTISING

Outdoor & Sport

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
American Rifleman	47.8	51.7	631.5	661.0	20,501	22,155	270,894	283,556
Field & Stream	45.1	49.8	879.3	839.0	19,356	21,373	377,205	359,927
Fur-Fish-Game	22.5	20.2	270.5	227.3	9,659	8,677	116,043	97,489
Guns	30.5	28.7	312.9	310.7	13,085	12,033	134,235	131,378
Outdoor Life	44.5	43.8	821.7	787.9	19,099	18,806	352,510	337,990
Sports Afield	36.9	37.1	769.1	697.7	15,858	15,925	329,480	299,324
Total Group	227.3	231.3	3,685.0	3,523.6	97,558	98,969	1,580,367	1,509,664

Detective & Fiction

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Cavalier	23.9	14.9	220.4	174.3	10,253	6,153	94,547	74,767
Dell Men's Group	8.1	10.6	141.8	122.0	3,485	4,533	60,835	52,301
†Thrilling Group	7.8	9.5	105.7	121.5	1,755	2,131	23,718	27,232
Total Group	39.8	35.0	467.9	417.8	15,493	12,817	179,100	154,300

†Formerly known as the Thrilling Fiction Group.

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
The American Weekly	12.2	24.2	415.7	660.5	10,337	20,590	353,317	561,454
Family Weekly	19.6	22.9	511.5	613.7	16,635	19,545	434,808	521,751
Parade	32.7	38.9	723.6	846.6	27,813	33,047	615,100	719,638
This Week Magazine	42.4	55.1	891.7	981.6	36,053	46,827	757,965	834,389
Total Group	106.9	141.1	2,542.5	3,102.5	90,838	120,009	2,161,190	2,637,232

Newspaper Sections (II) (November)

(All other newspaper sections)

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Chicago Tribune Magazine	242.0	198.8	1,745.3	1,722.9	205,766	168,983	1,483,512	1,464,442
New York Times Magazine	398.1	321.9	2,841.0	2,707.0	338,399	273,634	2,414,876	2,300,983
Philadelphia Inquirer	172.6	180.8	1,439.1	1,593.0	146,695	153,678	1,223,287	1,354,224
Total Group	812.7	701.5	6,025.4	6,022.9	690,860	596,295	5,121,675	5,119,649

Comics Magazines

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
American Comics Group	7.0	7.0	84.0	84.0	2,646	2,646	31,752	31,752
†Archie Comics Group	—	—	43.5	43.3	—	—	16,423	16,065
††Harvey Comics Group	10.0	11.0	98.5	107.6	3,780	4,158	38,367	40,698
National Comics Group:								
Blue Unit	6.0	7.0	73.5	64.0	2,268	2,646	27,783	24,030
Red Unit	7.0	8.0	75.5	68.0	2,646	3,024	28,539	25,719
Total Group	30.0	33.0	375.0	366.9	11,340	12,474	142,864	138,264

†Published bi-monthly; cumulative figures shown for combined November-December issues. ††Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Weekend Magazine	72.8	72.8	1,253.1	1,241.7	71,008	70,992	1,221,761	1,210,726
La Patrie	31.9	49.0	499.3	682.5	28,744	44,133	449,349	614,294
La Presse	60.5	60.5	987.9	743.9	54,354	54,473	889,178	669,535
†Perspectives	37.2	—	213.1	—	36,316	—	207,836	—
Star Weekly	71.3	52.0	1,116.8	1,101.9	62,392	45,497	977,225	964,187
Total Group	273.7	234.3	4,070.2	2,770.0	252,814	215,095	3,745,349	3,458,742

†Four issues December 1959; commenced publication September 12, 1959.

Canadian

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Canadian Homes & Gardens	35.0	33.1	455.9	491.8	23,816	22,482	310,033	334,396
Chatelaine	63.3	34.7	752.3	491.0	43,065	23,609	511,560	333,882
Liberty	35.8	40.8	338.5	367.2	15,358	17,503	145,217	157,517
Maclean's	74.5	64.9	977.3	944.6	50,646	44,115	664,593	642,322
Reader's Digest:								
English Edition	97.0	91.5	1,123.8	1,094.5	17,654	16,562	204,523	199,108
French Edition	110.3	95.0	1,209.5	1,149.3	20,066	16,380	220,129	208,254
Revue Moderne	22.4	23.3	235.0	248.4	15,242	15,835	159,811	168,914
Revue Populaire	24.5	17.5	231.1	192.7	17,116	12,203	161,830	134,877
†Samedi	22.7	21.5	218.0	183.5	15,927	15,034	152,568	128,501
♯Saturday Night	58.8	56.6	476.6	428.2	24,685	23,773	200,240	176,935
*♯Time-Canadian	256.6	184.9	1,793.7	1,643.6	107,730	77,595	753,305	690,270
Total Group	485.5	422.3	5,541.4	5,163.0	218,890	183,723	2,530,264	2,307,771

†Two issues December 1959; four issues December 1958. *Five issues November 1959; four issues November 1958. ♯Not included in totals; as figures for the December issues were unavailable as this issue went to press November figures are shown.

§Foreign (December)

	Pages				Lines			
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958
Hablemos	22.2	17.2	205.9	158.7	18,648	14,448	172,914	133,252
Popular Mechanics								
Popular Mekanik (Danish)	30.5	26.0	253.5	136.5	6,832	5,824	56,784	30,576
Mecanique Populaire (French)	37.0	37.8	344.8	344.9	8,288	8,467	77,235	77,258
Populare Mechanik (German)	10.0	8.1	76.0	59.3	2,240	1,814	17,024	13,283
Mecanica Popular (Spanish)	21.4	21.0	289.3	319.3	4,785	4,693	64,813	71,512
Popular Mekanik (Swedish)	10.5	13.0	109.5	103.0	2,352	2,912	24,528	23,072
Reader's Digest:								
Arabic	32.5	40.0	379.0	424.0	5,330	6,560	62,156	69,536
Argentine	98.0	92.0	696.0	706.0	17,836	16,744	126,672	128,492
Australian	87.0	65.8	854.8	786.5	15,834	11,967	155,564	143,143
Austrian	100.0	82.0	766.0	746.0	18,200	14,560	139,412	135,408
Belgian	80.0	72.0	554.5	486.0	14,000	12,600	97,038	85,050
British	95.0	81.5	931.0	861.0	17,670	14,415	173,166	159,402
Caribbean	87.5	72.0	738.5	775.0	15,925	13,104	134,407	141,050
Danish	61.0	65.8	511.0	580.5	10,370	10,880	86,870	98,387
Dutch	87.5	57.0	611.5	454.0	15,925	10,010	111,293	82,264
Finnish	27.0	21.5	269.0	234.5	5,022	3,906	50,034	43,524
French	154.0	149.0	1,299.5	1,297.5	26,950	26,075	227,413	227,062
French-Swiss	34.5	30.5	297.0	317.5	6,038	4,988	51,975	55,213
German	135.0	126.0	1,332.0	1,339.0	24,570	22,568	242,424	243,334
German-Swiss	47.5	38.5	375.3	358.5	8,645	6,825	68,295	65,065
Iberian	115.5	111.5	907.0	875.0	21,021	18,564	165,074	157,521
Indian	75.0	70.0	694.0	622.0	13,650	12,922	126,308	113,386
Italian	111.0	107.5	898.5	1,050.5	19,092	18,490	154,542	180,686
Japanese	48.0	45.0	432.5	454.0	8,064	7,140	72,660	75,852
Mexican	87.0	78.0	629.5	675.5	15,834	14,196	114,569	122,941
New Zealand	28.0	23.0	277.0	349.0	5,096	4,186	50,414	63,518
Norwegian	50.5	51.3	531.0	481.3	8,585	8,670	90,270	81,770
Overseas Military	35.0	35.0	465.0	508.0	6,370	6,370	84,630	92,456
Portuguese	116.5	114.5	1,073.5	1,019.5	20,388	20,037	187,863	178,412
South African	105.0	87.0	887.5	981.0	18,795	15,573	158,863	175,599
Southern Hemisphere	29.5	24.5	244.0	339.0	5,369	4,459	44,408	61,698
Swedish	98.5	54.5	614.0	541.0	18,321	10,230	114,204	100,719
Total Group	2,157.6	1,918.5	18,547.6	18,383.5	406,045	354,197	3,503,822	3,430,441

§Because current month linage figures for several publications are not yet available this group is broken into a December and a November section.

Foreign (November)

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Life International:								
International Edition	101.0	82.4	831.3	809.1	68,680	56,100	565,335	550,205
*Mexican Edition	43.2	—	133.4	—	29,410	—	90,780	—
†Spanish Edition	78.1	67.0	598.0	630.3	53,125	45,560	406,640	428,655
††Newsweek:								
Pacific Edition	100.6	62.0	911.5	682.0	42,243	26,040	382,830	286,440
European Edition	121.8	66.6	895.6	730.0	51,135	27,963	376,143	306,600
††Time International:								
Time-Atlantic	180.6	118.1	1,351.1	1,168.1	75,810	49,595	567,770	490,595
Time-Latin American	115.0	99.4	1,127.0	1,116.0	48,300	41,720	473,340	468,720
Time-Pacific	115.5	102.0	1,035.4	901.6	48,475	42,840	434,840	378,630
Vision:								
Visao (Portuguese)	170.0	182.0	1,648.0	1,696.8	71,400	76,440	692,160	712,670
Mexican Edition	17.7	22.2	200.5	180.5	7,420	9,310	84,210	75,810
Spanish Edition	121.7	90.4	930.4	836.2	51,100	37,975	390,705	351,190
Total Group	1,165.2	892.1	9,662.2	8,750.6	547,098	413,543	4,464,753	4,049,515

*First published May 18, 1959. †Three issues November 1959; two issues November 1958. ††Five issues November 1959; four issues November 1958.

Dow Buys 'Rendezvous'; CBS Films' Sales Up 21%

CBS Films, New York, tv film distributor, sold its series "Rendezvous" to Dow Chemical Co. for five Canadian markets. Beginning Jan. 29, 1960, Dow Chemical will sponsor the show on CBLT, Toronto; CBMT-TV, Montreal; CBUT-TV, Vancouver; CBWT-TV, Winnipeg, and CBOT-TV, Ottawa. "Rendezvous" is a dramatic anthology series which features a different star in each episode. The advertising, placed through MacManus, John & Adams, will promote Dow's Saran Wrap.

CBS Films reported that its film sales have been running 21% ahead of last year on a market-by-market basis.

THE WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Peters, Griffin Names Two

James M. Hersey, formerly assistant product manager in charge of new product sales and sales development of Virginia-North Carolina Chemical Corp., has been named a radio account executive at Peters, Griffin, Woodward, New York, radio-tv station representative. Ralph P. McCasky Jr., formerly with Young Television Corp., has been named a tv account executive in Peters, Griffin's Chicago office.

Coming Conventions

Jan. 17-20, 1960. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21, 1960. National Business Publications, State of Nation dinner, Sheraton-Park Hotel, Washington, D. C.

Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Jan. 27, 1960. Assn. of National Advertisers, Advertising Evaluation Workshop, Hotel Sheraton East, New York.

Jan. 31-Feb. 2, 1960. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

Feb. 7-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17, 1960. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 7-8, 1960. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

April 24-27, 1960. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 2-4, 1960. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

June 20-24, 1960. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

Aug. 2-5, 1960. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Mulligan Names Scolaro, McIntyre to Head Offices

Ralph R. Mulligan, New York, publishers' representative, has appointed Joseph R. Scolaro III to manage its new Detroit offices, 313 Stephenson Bldg. The Chicago office of Mulligan has moved from 360 N. Michigan Ave. to 35 E. Wacker Dr. Dr. John C. McIntyre, who left Harley L. Ward Inc. to join Duncan Scott, publishers' representative, last month, will manage Mulligan's Chicago office. Harley L. Ward formerly handled Mulligan.

AAW Meet Set June 26-29

Scheduled date of the 1960 convention of the Advertising Assn. of the West, to be held in Mexico City at the Del Prado Hotel, has been changed from June 12 to June 26-29. Harry M. Bright, assistant vp, Pacific Telephone & Telegraph Co., San Francisco, is general chairman of the convention.

D'Arcy Adds Royal Crown Ltd.

D'Arcy Advertising Co., Toronto, has been named to handle Canadian advertising for Royal Crown Cola Ltd., Toronto, new Canadian company which will manufacture and distribute Royal Crown soft drinks in the Dominion. The Canadian company, a Royal Crown Cola Co. subsidiary, has purchased a site in Toronto on which to build its soft drink bottling and concentrate manufacturing center. Norman C. Ranney has been named president of the Canadian company.

Wilco Moves to Dunas

Wilco Co., Los Angeles, manufacturer of household products, has appointed the Edwin C. Dunas Co., Los Angeles, to handle its advertising. Robinson, Jensen, Fenwick & Haynes, Los Angeles, is the previous agency of record. The advertising budget for the coming year has not been set, but the yearly budget in the past has run about $100,000.

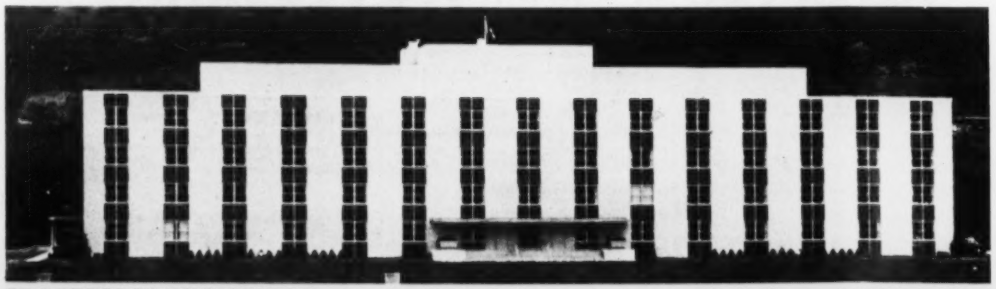
'Food & Drug' Names Two

Paul Wood, formerly with the advertising staff of *Food Business* and *Food Processing*, has been named eastern advertising sales manager of *Food & Drug Packaging*. Trent Cornell, formerly with the *Complete Shopper*, has been appointed assistant manager for eastern sales.

Continental Retains Shoaf

Robert Shoaf has been retained by Continental Advertising Agency Network, Seattle, as a market research consultant. Dr. Shoaf is assistant professor of marketing at New York University, New York, and motivation research consultant for the university.

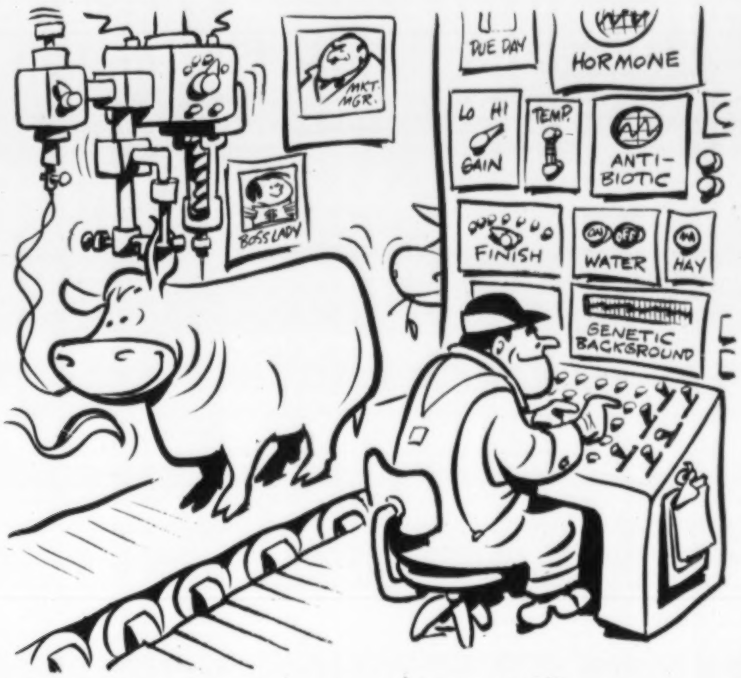
The CHARLESTON Market Is West Virginia's No. 1 Market



PROGRESS IN CHARLESTON—Here's C&P Telephone Co.'s new (Bell System) $4½ million dollar home. Their 7-story downtown structure with installations (another $3½ million) will become the nation's 67th direct long distance switching center. Said a C&P spokesman: (These investments) "have been made because of a deep and abiding faith in the future of West Virginia."

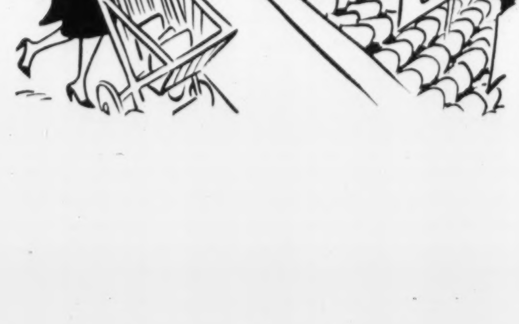
The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC.


DUE DAY
HORMONE
MKT MGR.
LO HI GAIN
TEMP.
ANTI-BIOTIC
BOSS LADY
FINISH
WATER
HAY
GENETIC BACKGROUND

Because Mrs. Consumer wants uniform food products–

She wants the next steak she buys to look and taste like the last. In eggs, milk, sausages, canned tomatoes, frozen peas, fresh broccoli, she wants consistent quality – which she isn't getting now even though she buys the same brands.


TASTY T-BONES
ROYAL RUMP STEAK
SUPER CHAIN SUPER MEATS
VICTOR VEAL STEW
MKT MGR
PERFECTION PORK ROAST
CONQUEROR LOIN LAMB CHOPS
CHAMPION GROUND CHUCK

Her wants mean mounting pressure on food stores, packers, processors and the produce companies who pass along her demands to the farmers. In consequence, farming in the next decade will undergo some radical changes.

The good farmer will no longer produce what he wants or likes, but to specifications and contract orders; and adopt factory schedules and new technologies. Farms will continue to shrink in number, increase in size. Farmers will be fewer, but better producers and more prosperous.

So Successful Farming began in its November issue an important new series, titled "Blueprint for Farming in the 1960's." Every article in the series will be by an authority on agricultural economics, methods, livestock, building, equipment, crops, machinery and materials handling.

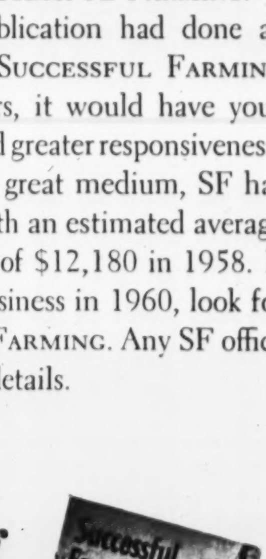
The objective of the new "Blueprint" series is the same one SF has maintained for fifty-seven years – to help its farm subscribers plan better, work better, produce and earn more, and live better. Regardless of how many or how few farmers there are a decade hence, the best farmers in the country will still be reading, studying, and making practical applications of Successful Farming.

And if any publication had done as much for you as Successful Farming does for its readers, it would have your loyalty, respect, and greater responsiveness.

Besides being a great medium, SF has a great market–with an estimated average farm cash income of $12,180 in 1958. If you want more business in 1960, look for it in Successful Farming. Any SF office can give you the details.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland,
Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.


Successful Farming

Battle Begins to Open British Airwaves to Commercial Radio

LONDON, Dec. 15—The opening shots have been fired here in a drive to bring commercial radio to Britain.

British commercial television, now four years old, has been highly successful, but the sole source of radio continues to be the non-commercial public authority, the British Broadcasting Corp. The BBC puts out three national radio programs.

A member of Parliament has now announced the formation of a new commercial radio company. And, at the same time, a member of the House of Lords has called on the government to consider a radio network financed by advertising.

The British Labor Party, which bitterly opposed the introduction of commercial tv, does not seem to have had any second thoughts. The debate in the House of Lords generated plenty of heat.

■ Formation of the new company was announced by Conservative M. P. Geoffrey Hirst. It is Radio Yorkshire (Development) Ltd. and its aim is to establish a commercial sound radio program for the 3,500,000 people in the West Riding of Yorkshire.

The new company, he said, will be ready to go into action if the government approves the setting up of a sound broadcasting organization as an alternative to the BBC.

Mr. Hirst told newsmen there is a need for more broadcasts of "a truly local nature."

Mr. Hirst made his announcement the night before a Conservative member of the upper house was due to ask whether the government was prepared to consider a proposal for commercial radio broadcasting—"on lines similar to commercial television."

The noble lord who asked the $64,000,000 question was Lord Teynham. He said he was not attacking the BBC—which has a monopoly on radio broadcasting—but he did not think it could cater to the many listeners who would like music at any time of day.

■ Laborite peer Lord Taylor replied that vast amounts of music were already being broadcast by the BBC. He said of Lord Teynham's proposal:

"I think this is gigantic nonsense cooked up for commercial reasons, and the sooner we put a stop to it the better."

Lord Airedale, a non-party peer, said:

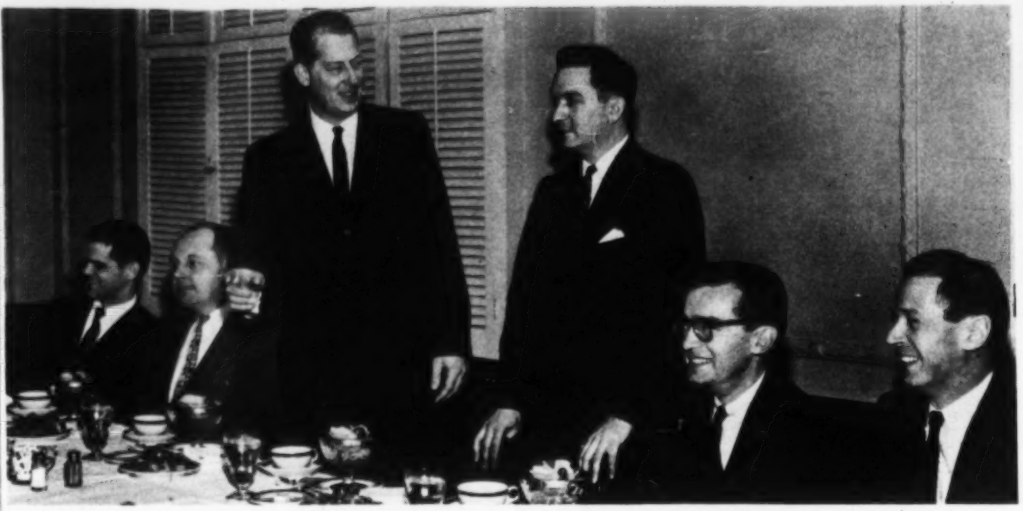
"What I can see coming from this commercial radio station is a certain amount of good music, but a very great deal of very bad music, and a great deal of programs dealing with horror and sensationalism of all kinds."

Lord Shackleton, another Laborite member, declared:

"The pressure for commercial radio is coming because there is big money in it." #

DDB Names Lewin, Ghertler

Doyle Dane Bernbach Inc., New York, has appointed Charles L. Lewin an account executive and Monte Ghertler to its copy department. Mr. Lewin formerly was an account executive with Rockmore Co. Mr. Ghertler previously was with Lawrence C. Gumbinner Advertising Agency.



Thurber Strait Stagg Bowers Bachman Cloutier

INTRODUCTION—*John Bowers, Ford division advertising manager, is introduced to the Detroit chapter of the American Assn. of Newspaper Representatives by E. S. Stagg, Kelly-Smith Co., president of the chapter. At the table with Mr. Bowers, who spoke to the group, are Jack Strait, also of the Ford division; William Thurber and Ralph Bachman, of J. Walter Thompson, Ford's agency, and Stanley E. Cloutier, Story, Brooks & Finley.*

Common Market for U.S., Canada 'May Be Near': Binnie

CHICAGO, Dec. 15—A proposal that the U.S. and Canada set up their own common market was made at the second annual Canadian-American Trade & Industry Conference here last week.

J. S. Binnie, assistant to the president of Abitibi Power & Paper Co., Toronto, said the time may be near when Canada and the U.S. will have to set up their own common market to protect their price standards from competition with other common markets.

"I do not pretend that a customs union could be fashioned easily," he said, and, "I'm sure it would be subject to determined opposition on both sides of the border.

■ "But if the pattern pioneered by the European Economic Union spreads, as it threatens to do; if the so-called Outer Seven, the trading blocs proposed in Latin America and in certain Asiatic areas are formed; if we consider the announced world trade plans of the Soviet bloc, has not the time come," Mr. Binnie asked, "when we should give more than thought to those means which will lead to a more realistic protection and substantial expansion of the trade between our two countries?"

American advertisers must recognize that sales appeals that are effective in the U.S. won't necessarily succeed in Canada, in spite of the superficial similarities between the two countries, said Roger E. Ball, vp of George Fry & Associates, Chicago management consultant. He said that the two markets differ enough in major ways to warrant separate advertising and merchandising treatment.

The U.S., he explained, is a homogenous market, with tastes and attitudes largely similar throughout the country. But in Canada, he said, there are vast differences in culture, custom and even language between eastern Canada—the maritime provinces and Quebec—and the prairie provinces like Manitoba and Saskatchewan.

In addition to understanding these differences, Mr. Ball said, American marketers should learn more about Canada generally. For example, he said, many American marketers are unaware that Toronto constitutes the seventh largest market in North America.

■ Meanwhile, Canadian marketers have a big job before them in building an image for the "Made in Canada" label comparable to those enjoyed by the "Made in Germany" and "Made in Great Britain" labels, Mr. Ball said.

Marketers on both sides have to sharpen up their advertising and merchandising across the border, he said, because the U.S. and Canada are finding themselves more isolated in a high-price North American market in which the two countries are getting to be more important to each other.

The conference was sponsored by the Chicago Assn. of Commerce & Industry. #

Gerald Broidy Heads New Unit at Time-Life International

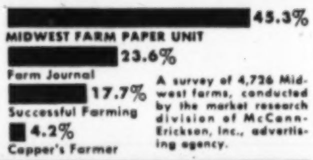
Gerald Broidy has been appointed to the new post of director of marketing and research for Time-Life International. Mr. Broidy will be responsible for "a comprehensive marketing and service program" designed to supplement the sales efforts of TLI's four international editions. Mr. Broidy, who joined the market research department of *Time* in 1949, has been a salesman on the international side since 1953. His new appointment follows the departure of James Tyson as research director for the international editions. Mr. Tyson left to join a research company.

WBBF Appoints Blair

WBBF, Rochester, N. Y., previously handled by Venard, Rintoul & McConnell, has named John Blair & Co. as its national representative.

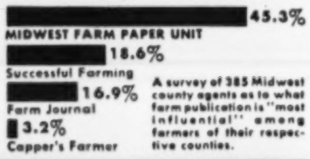
FIRST

with READERS!



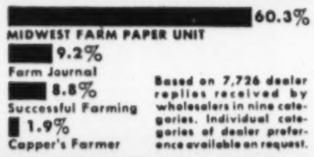
A survey of 4,726 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

with COUNTY AGENTS!



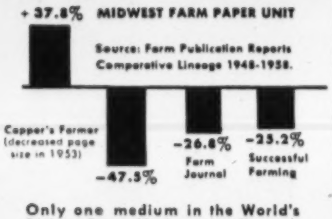
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

with DEALERS!



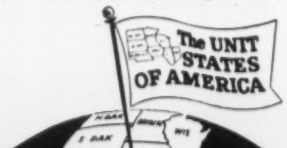
Based on 7,726 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!



Source: Farm Publication Reports Comparative Lineage 1948-1958.

Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.



MIDWEST *Farm Paper* UNIT

WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST

ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N. Y. . . . 110 Sutter Street, San Francisco 4 . . . 159 South Vermont Ave., Los Angeles 4.

Just the facts, man*

The 60 highest-rated shows in the nation's 37th market are all on WJIM-TV!

*LANSING NIELSEN, JULY, 1959

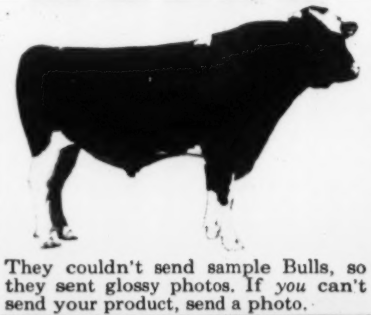
COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve
LANSING....FLINT....JACKSON

Basic CBS
NBC...…...ABC

QUANTITY *Photos Sell* BULLS



They couldn't send sample Bulls, so they sent glossy photos. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½c EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.

119 W. Hubbard St. • Chicago 10, Ill.

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1959 billings information for ADVERTISING AGE's 16th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 560 agencies, including all agencies billing $5,000,000 or more in 1958.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Advertisers Join to Make This Truly Hard-Cover Monthly

KANSAS CITY, Dec. 15—Two advertisers gave real "proof" of their products in the October issue of *Skylines*, official monthly publication of the Kansas City chapter of the American Institute of Architects.

Kansas City Natural Slate Co. supplied 450 sq. ft. of quarter-cut satinwood veneer for the Flexwood cover of the *Skylines* booklet. The veneer was finished with Velvet Ace Lac, a new spray-on polyester finish distributed by Devoe of Kansas City Inc.

The cover production took approximately three months. The entire book, including the cover, was printed offset. #

Hodgson Named President of American Marketing Services

Dick Hodgson, executive editor of *Advertising Requirements* and *Industrial Marketing*, Chicago, has resigned effective Jan. 1, 1960, to become president of American Marketing Services Inc., Boston. Mr. Hodgson joined Advertising Publications Inc. in September 1952 as the first managing editor of *Advertising Requirements*. He was promoted to his present position in July, 1955.

Dick Hodgson

American Marketing Services, with offices at 610 Newbury St., Boston, is a new organization which will publish reference material for the advertising and sales promotion fields. Other services will include a number of syndicated sales promotion aids. The new company is an outgrowth of the syndicated services division of American Mail Advertising Inc., also of Boston.

'Parade' Adds One

The *Reading Eagle*, Reading, Pa., will begin distribution of *Parade* on Jan. 10, bringing to 65 the number of newspapers distributing the Sunday magazine.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

Fulton, Morrissey Adds 2

Richard Nunn has been named director of public relations of Fulton, Morrissey Co., Chicago. He formerly was an associate editor of *Better Homes & Gardens*, Des Moines. The agency also named Don O. Carlson, formerly executive editor of *Wood & Wood Products*, Chicago, as an account executive in the public relations department.

BUY A
KING-SIZE
MARKET
EL PASO
CAPITAL CITY OF
The Fabulous Southwest

BUILDING PERMITS AHEAD OF 1958

Through October 1959, building permits amounted to $58,579,348 — over $100,000 ahead of same period last year.

Further proof that EL PASO is still on the GROW.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

THE 12TH ANNUAL AWARDS COMPETITION OF THE RADIO TELEVISION NEWS DIRECTORS ASSOCIATION
IN RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN BROADCAST JOURNALISM
HONORS
WDAF
KANSAS CITY, MISSOURI
FOR NEWS REPORTING
BY A RADIO STATION
1·9·5·9
THIS AWARD IS PRESENTED IN COOPERATION WITH THE MEDILL SCHOOL OF JOURNALISM OF NORTHWESTERN UNIVERSITY
Burdett Mosse
RTNDA
Ralph Renick

POLICY,
PERFORMANCE
...PLAQUE!

WDAF
KANSAS CITY, MO.
610 on the dial
SIGNAL HILL
NBC

Represented by Henry I. Christal Co., Inc.
A Subsidiary of National Theatres & Television, Inc.

Cigar Sales, Ads Increased in '59, Cigar Makers Told

ATLANTIC CITY, Dec. 15—Cigar sales in 1959 will total 6.8 billion units, with a dollar value of $600,000,000. This represents an increase of 8.17% over 1958.

During 1959, cigar advertising expanded substantially. Brand advertising by manufacturers totaled an estimated $25,000,000, an increase of about 20% over 1958. The major part of cigar manufacturers' advertising was in television, spot radio and newspapers.

These facts were presented here at the tenth annual joint convention of the Cigar Manufacturers Assn. and the Cigar Institute of America. Carl V. Carlson, CMA president, released the figures on 1959 cigar sales. Eugene Raymond, CIA president, released the advertising figures.

■ Mr. Raymond reaffirmed a statement that he made a month ago to ADVERTISING AGE, namely that the institute has no intention of cutting down on its advertising in 1960, but that it is considering expanding its public relations activities (AA, Nov. 2).

The institute's advertising budget this year was $370,000. Doherty, Clifford, Steers & Shenfield is its agency. Its current pr budget is about $35,000. Lynn Farnol is its pr counsel.

Dr. Clarence Weiner, economist for CMA, told the convention that the trend to smaller size cigars is reflected in 6¢, 8¢ and 2-for-15¢ cigars. This trend, he said, is supported by the new five-packs and supermarket sales.

An increase in per capita consumption of cigars has grown faster than population, Dr. Weiner said. Per capita consumption in 1950 was 50 cigars; in 1959, he said, it will be 56.

Harry Golden, philosopher-journalist and author of "Only in America," was named man-of-the-year by the institute. #

A COLD—*Church & Dwight Co. repeats its January Is Break-A-Cold Month promotion for Arm & Hammer and Cow Brand soda in combination with lemon and water (AA, Dec. 14). Joanne Young helps get the point across.*

Nielsen Network TV

Two Weeks Ending Nov. 22, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	19,936
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,845
3	Maverick (Kaiser Industries, Drackett, ABC)	15,842
4	77 Sunset Strip (Several sponsors, ABC)	15,219
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,908
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,730
7	Bob Hope Show (Buick, NBC)	14,507
8	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,285
9	Perry Mason Show (Several sponsors, CBS)	14,018
10	Rawhide (Several sponsors, CBS)	13,751

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	45.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.8
3	Maverick (Kaiser Industries, Drackett, ABC)	37.6
4	77 Sunset Strip (Several sponsors, ABC)	35.6
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.1
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	33.7
7	Bob Hope Show (Buick, NBC)	33.5
8	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	32.9
9	Perry Mason Show (Several sponsors, CBS)	32.9
10	Rawhide (Several sponsors, CBS)	31.8

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,910
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,599
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,107
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,083
5	Maverick (Kaiser Industries, Drackett, ABC)	12,772
6	77 Sunset Strip (Several sponsors, ABC)	12,772
7	Father Knows Best (Lever, Scott Paper, CBS)	12,772
8	Danny Thomas Show (General Foods, CBS)	12,683
9	The Real McCoys (Procter & Gamble, ABC)	12,505
10	Ford Show (NBC)	12,505

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.7
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	37.8
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.3
4	Maverick (Kaiser Industries, Drackett, ABC)	30.3
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	30.2
6	77 Sunset Strip (Several sponsors, ABC)	29.9
7	Father Knows Best (Lever, Scott Paper, CBS)	29.3
8	The Real McCoys (Procter & Gamble, ABC)	29.2
9	Danny Thomas Show (General Foods, CBS)	29.1
10	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	28.7

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Roche, Rickerd Names Craddock Merchandising Head

John W. Craddock has been named merchandising director of Roche, Rickerd & Cleary, Chicago. He will direct merchandising activities on several Wilson & Co. divisions.

John W. Craddock

For the last 15 years with Swift & Co., Mr. Craddock for the past five years was brands manager for Swift's ham and bacon and table-ready meats and also directed advertising for 10 Swift subsidiary companies.

Whirlpool Promotes Sparks

Jack Sparks, director of marketing of Whirlpool Corp., St. Joseph, Mich., has been promoted to sales division vp, succeeding John Hurley. Mr. Hurley is curtailing his business activities on advice of doctors who have been treating him for a back ailment resulting from an accident. Beginning Jan. 1, 1960, Mr. Hurley will become special assistant to Whirlpool's chairman, Elisha Gray, and will concern himself with long-range distribution and industry relations problems.

Lee Communications to Doner

Lee Communications Inc., New York, a new company manufacturing Voicecaster, a transistorized telephone loud speaker, and bank, hospital, and industrial security systems, has appointed W. B. Doner & Co., New York, as its first agency. Lee will use magazines, industrial publications and tv in selected markets. Doner's Detroit office has been named to handle advertising for Tann Corp., Detroit, and its subsidiaries.

Along the Media Path

Operators of food chains which have passed the hundred million dollar sales milestone in the past two years will be honored by **This Week Magazine.** A commemorative plaque marking entry into the "100,000,000 Club" will be presented to them; as additional chains reach the marker in the future, they will be similarly honored.

• More than 500 entries were submitted in the **Washington Post's** fifth annual Christmas painting project, a 25% increase over last year's entries. The six winners were awarded a $100 U. S. savings bond and the paintings will be published in color in the *Post*.

• **KSAN**, San Francisco, in an effort to keep closer contact with San Francisco's Bay area's Negro community, has introduced a "Newsletter from KSAN" which gives information on its special programs, and news and public service programs.

• **Good Housekeeping** will feature a major editorial section on plastics in its many varied forms, in its April, 1960 issue.

• National Assn. for Mental Health awarded **KLZ**, Denver radio and television stations, a citation for outstanding service in furthering the Colorado Mental Health Assn. public information program. The award was based on a five-part series, "Out of Darkness."

• **Esquire** will publish a 20-page special supplement devoted to "Liquor Intelligence" in its January issue. Included in the supplement will be information on the techniques developed in proper cocktail preparation, suggestions on serving, hosting parties, and when to drink what.

• With the installation of its short wave transmitter, KE 3409, the **San Francisco Chronicle** can now directly contact its delivery trucks to relay messages advising the drivers as to which dealers or carrier boys have reported shortages of newspapers. The new station, installed for the *Chronicle* by Motorola Communications & Electronics, operates on an fm band.

• More than 3,000 slogans were received in a two-week period in response to a slogan contest sponsored by **WKTV**, Utica-Rome, N. Y.

• A two-color folder summarizing the campaign plans used for **American Home's** First Cookout U.S.A. held last July, plus plans for the second annual cookout, have been mailed by *American Home*.

• **Department of New Laurels:**

Fortune reports a 12.4% increase in gross advertising revenue in 1959 over the previous year.

An increase of 27% in advertising pages for 1959 over 1958 has been reported by **Automotive World** and **Automotive World en Espanol.**

Display advertising increased 23.3% in 1959 over the preceding year, **Redbook** reports.

Armed Forces Management Magazine reports an increase of more than 100% in advertising linage for 1959 over 1958.

An increase of 18% in advertising space in 1959 over the preceding year has been reported by **Industrial Maintenance & Plant Operation.**

Outdoor Life shows a 14.7% increase in advertising revenue for 1959 over 1958.

The European edition of **Newsweek** showed a 35% increase in gross revenue in 1959 over 1958, and the Pacific edition reported a 49% increase in gross revenue for 1959 over the previous year.

Advertising linage in 1959 increased 17.7% over 1958, **Nation's Business** reports.

Woman's Day reports a 28% increase in advertising volume for 1959 over 1958 and advertising revenues increased 65% over the dollar volume for the previous year.

WRCA-TV reports sales for the first 11 months of 1959 have increased 6% over all 12 months of 1958 and 17.7% over the first 11 months of 1958. #

RAB Sets Record $1,125,000 Promotion Budget for 1960

NEW YORK, Dec. 15—The Radio Advertising Bureau has set a record budget of $1,125,000 for 1960.

Part of the budget, approved here last week at the semi-annual board of directors meeting, will go into a new fm service.

Designed for fm sister stations of am radio stations, this monthly service is expected to be available by April 1. It will include monthly mailing of case histories, figures on set sales and sales tips. The mailings were designed for RAB members who are cutting down on or eliminating publication of am programming on their fm transmitters. In other words, the service is for stations looking for ways to make money on their fm programming.

The bureau will increase its output in several other areas, including management information reports, speech writing, direct mail suggestions and ready-for-use presentations. #

Management Magazines Opens Cleveland Office

Management Magazines Inc., Greenwich, Conn., will open a Cleveland office Jan. 4 at 55 Public Sq. Alfred A. Spelbrink, currently western advertising manager in Chicago, has been named Cleveland division manager. He will represent *Management Methods, School Management* and *School Office Equipment Annual.*

Effective Jan. 1 the circulation guarantee of *Management Methods* will be increased from 60,000 to 75,000, and the base advertising rate will be increased from $970 to $1,050.

Cleary, Moses, Spiegels Purchase WEEK, Peoria

John Cleary and John Moses, packagers and producers of the "General Electric College Bowl" show on CBS-TV, in association with Frederick and Modie Spiegel, of Spiegel's, Chicago mail order house, have purchased WEEK, Peoria. Frederick Spiegel is chairman of the board and chief executive officer of Spiegel's and Modie Spiegel is exec vp. They acquired the NBC affiliate from Kerr-McGee interests of Oklahoma.

Larrabee Adds Account

Office Equipment Manufacturers Exhibits, Washington, subsidiary of Office Equipment Manufacturers Institute, has appointed Larrabee Associates, Washington, as its advertising agency.

McCarrick to 'Scholastic Coach'

Edward P. McCarrick, formerly a regional director of minor leagues and scouting activities for the Pittsburgh Pirates baseball club, has joined the ad sales staff of *Scholastic Coach*, New York:

Hook Succeeds Rohrabaugh as Kudner President

(Continued from Page 3)

men" into the shop and that the management moves represented "the first time anything has been done to guarantee the continuation of the agency."

■ Mr. Rohrabaugh became president of Kudner in January, 1958, when James H. S. Ellis ended a 39-year career in the agency business by selling his Kudner stock—possibly 38% of the outstanding shares—and resigning the helm. This development came a month after Kudner lost the $24,000,000 Buick account, which it had handled for 22 years.

When he became president, Mr. Rohrabaugh tapped Mr. Hook and Edwin Spitzer (now at Revlon) to head up a new business department. This year, Kudner has added Arnold Breads & Rolls and the radio-tv portion of Renault cars. Renault said in September that its 1959 media outlay would reach $5,000,000.

With the acquisition of Renault, Kudner named James J. Cochran to be account supervisor. Mr. Cochran, a vp and now also a member of the board, was with Kudner from 1943 to 1957 and was senior account executive on Buick. He rejoined the agency this year after a stay with J. Walter Thompson Co.

■ The Kudner Agency reached its billings peak in 1956, when it reported $66,240,000. In 1958 it reportedly billed—on a calendar year basis—about $40,000,000. But Kudner works on a fiscal year cycle, and figuring it on this basis, the agency billed about $18,000,000 between Oct. 1, 1958, and Sept. 30, 1959. In calendar 1960, Kudner expects billings will be over $20,000,000.

Mr. Rohrabaugh, who joined the agency in 1942 as account executive on National Distillers, has long been regarded as the key man on the liquor account. National spent $20,170,158 on advertising in 1958. Kudner handles its Old Grand-Dad, Old Taylor, Old Overholt, Mount Vernon, Crab Orchard, Bellows Partners Choice and Bellows Club whiskies. National has four other agencies.

If Mr. Rohrabaugh retires next fall, one implication may be that Mr. Watson, who has been account executive for eight months—with Mr. Rohrabaugh—on National, will be familiar with the account. Mr. Watson was long associated with Brown-Forman while he was with Ruthrauff & Ryan and EWRR. #

'Contact Lens Times' to Bow

Contact Lens Publishing Co., Chicago, will introduce its new consumer magazine, "Contact Lens Times," in January. Geared toward potential and actual contact lens wearers, the magazine will contain no advertising. Subscriptions are placed by contact practitioners who request 12 issues be sent to patients. Subscriptions are $2. The publishing company is located at 37 S. Wabash Ave., Chicago.

'San Gabriel Valley Tribune' Adds Saturday Edition

The *San Gabriel Valley Tribune*, Covina, Cal., became a seven-day daily with the addition of a Saturday edition Nov. 28. It previously operated on a five afternoon, Sunday morning basis since its inception in March, 1955, as a daily newspaper. With the addition of the Saturday edition subscription rates were increased from $1.40 to $1.65 per month.

Hi-C Pushes Artificial Roses as First Free Offer

Minute Maid Corp., Orlando, Fla., will launch its 1960 campaign for Hi-C fruit drinks on the Jan. 1 Parade of Roses telecast (NBC-TV). Hi-C will co-sponsor with Minute Maid frozen concentrates. Hi-C will also be promoted on three ABC-TV network shows during the year, "Love That Bob," "Gale Storm," and "Beat the Clock." Also planned are a newspaper campaign plus radio and tv spots in 100 markets. These will be concentrated between late spring and early fall, the period of Hi-C's greatest sales.

The company has announced it is making the "first free offer ever made by a canned fruit drink." For two Hi-C labels, the company is offering an artificial rose stem with two blooms, imported from Italy. As a "bounce-back" offer, the company is offering four double-bloom stems for $1 and two labels. Dancer-Fitzgerald-Sample, New York, is the agency.

FM Has WFMB in Chicago

WFMB, Nashville, Tenn., which recently named Good Music Broadcasters, New York, its representative (AA, Dec. 7), still is represented in Chicago by FM Unlimited. Good Music, which had reported to Advertising Age that it was national representative for the station, actually represents WFMB in New York and Philadelphia only.

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

SOMETHING MISSING
ONNER
BLITZEN
COMET
CUP

...LIKE CALIFORNIA WITHOUT THE BILLION-DOLLAR VALLEY OF THE BEES

It's like Christmas every day in the prosperous Inland Valley of California. Here there is a total effective buying income of more than $3 billion and more people to spend it than each of 18 entire states. You can't reach this amazing market with coastside newspapers, either; only the Bees get the valley-wide readership you need. Remember that in '60.

Data source: Sales Management's 1959 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Joseph Shorin, Head of Topps Chewing Gum, Dies at 56

NEW YORK, Dec. 15—Joseph E. Shorin, 56, president and ad director of Topps Chewing Gum, Brooklyn, died at Brooklyn Jewish Hospital Dec. 9 of a kidney ailment.

Born in Brooklyn, Mr. Shorin was graduated from New York University's school of business administration in 1925 and subsequently attended St. Lawrence University law school. In 1928 he organized American Gas Stations Inc., which ultimately expanded to a chain of 17 service stations in Brooklyn.

In 1939, American Gas Stations was purchased by Socony-Vacuum Oil Co. (now Socony Mobil Co.), and Mr. Shorin joined that company's advertising staff as promotional manager of the New York division.

■ He also collaborated with his brothers, Philip, Abram and Ira, in founding Topps Chewing Gum. In 1942 he resigned from Socony to help promote the new company and in 1947 assumed the presidency. The company is one of the largest manufacturers of bubble gum in the world and has plants in Argentina, Brooklyn, Canada, England, Israel, the Netherlands and Venezuela. Among its products are Bazooka bubble gum and baseball and football picture card gums.

It advertises extensively both here and abroad. Grey Advertising Agency handles its account here and Gotham-Vladimir Advertising, New York, handles foreign advertising. Mr. Shorin personally supervised all of the company's advertising and sales promotion.

He was a sponsor of the American Medical Center in Denver and a director of the American Committee for Baseball in Israel. He was also active in the Federation of Jewish Philanthropies, the United Jewish Appeal, the Greater New York Fund and the American Red Cross.

■ Of Mr. Shorin's brothers, cofounders of the company, Ira died in 1955, Philip is vp in charge of sales and Abram is vp in charge of production. Mr. Shorin's sons also are in the business: Joseph Jr. is in the production department and Arthur is in the sales department.

BURL C. HAGADONE

COEUR D'ALENE, IDA., Dec. 15—Burl C. Hagadone, 49, president and publisher of the *Coeur d'Alene Press* since 1937, and general production manager of Scripps League Newspapers, died at his home here Dec. 8. He underwent surgery for cancer last July.

Mr. Hagadone, a native of Coeur d'Alene, began his newspaper and radio career in the circulation department of the *Press*. He was founder and manager of KVNI, Coeur d'Alene, and KNEW, Spokane, organized within the Scripps League; the radio stations later were sold.

In addition to heading the *Coeur d'Alene Press*, Mr. Hagadone was president of these other Scripps League newspaper properties: Mid-Columbia Publishing Co., the Dalles, Ore.; Flagstaff Publishing Co., Flagstaff, Ariz., and Santa Maria Publishing Co., Santa Maria, Cal. He was also vice-president of Newspaper Advertising Service Co., San Francisco.

Survivors include a son, Duane B. Hagadone, associate publisher of the *Coeur d'Alene Press*, and a son-in-law, Ray Wellman, on the advertising staff of the Santa Maria paper.

EDWARD AHEARN

SAN ANGELO, TEX., Dec. 15—Edward George Ahearn, 66, southwest and Pacific Coast representative of Wood Scott Printing Press Co. and former mechanical superintendent of Hearst newspapers, died of a heart ailment at his home Dec. 11.

Mr. Ahearn was assistant building superintendent of the *New York Times* in 1925. Later he became assistant to the circulation manager. In 1934 he left to join Hearst. He left Hearst in 1938 to become a production consultant to small newspapers in New England.

VICTOR SCHIFF

NORTH TARRYTOWN, N. Y., Dec. 16—Victor Schiff, 53, senior vp of Carl Byoir & Associates, public relations company, died today at Phelps Memorial Hospital.

Mr. Schiff was also president of Business Organizations Inc., a Byoir subsidiary, and a member of the parent company's plans board. He joined Byoir in 1938, and spent many years supervising public relations for the Great Atlantic & Pacific Tea Co.

He was born in Baltimore and was graduated from Yale in 1927. He was a reporter on the *Globe-Times*, Bethlehem, Pa., and an account executive at Edward L. Bernays, New York public relations company, before joining Byoir.

HARRY A. PICKMAN

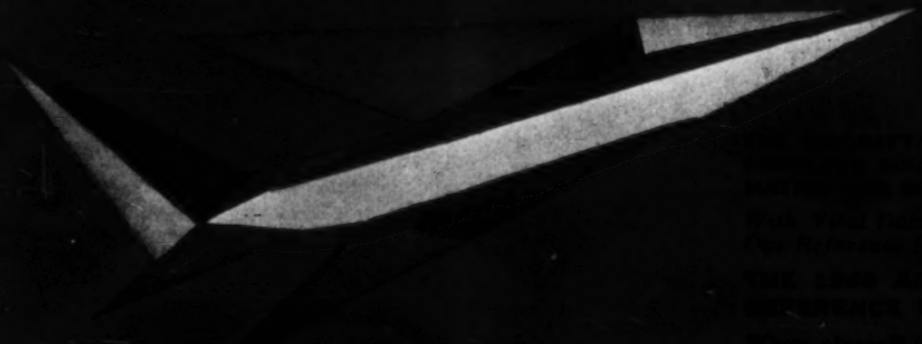
NEW YORK, Dec. 15—Harry A. Pickman, 60, director of advertising of the *Trade Union Courier*, a bi-weekly labor newspaper, died Dec. 10 of cancer at Jewish Hospital. Born in New York, Mr. Pickman early in his career had been in

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS



[illegible]

With Vital Data [illegible] *On Reference Desk*

THE 1960 AIRCRAFT AND MISSILES REFERENCE HANDBOOK

When aircraft/missile designers, engineers, procurement staff and top management [illegible] business in 1960, the AIRCRAFT AND MISSILES Reference Handbook will be [illegible]

THE HANDBOOK WILL HAVE FOUR BASIC SECTIONS

[illegible] SECTION—CONTENTS

- U. S. missiles and space projects since World War II including information on:
  - [illegible]
- [illegible]
- [illegible] of Contracts
- [illegible] Available [illegible] future [illegible]
  - [illegible] information [illegible]
  - Company names [illegible] affiliated companies
  - Descriptions of projects under contract
  - Plant addresses and telephone numbers
  - Dollar values of contracts awarded
  - [illegible]
- And For the First Time—specifications on fuels and rocket power plants.

[illegible]

AIRCRAFT & MISSILES
APPLIED ENGINEERING FOR THE AEROSPACE INDUSTRIES

1960
ANNUAL
HANDBOOK
ISSUE

AIRCRAFT & MISSILES
APPLIED ENGINEERING FOR THE AEROSPACE INDUSTRIES

1960
ANNUAL
HANDBOOK
ISSUE

the stock brokerage business. He joined the *Courier* 23 years ago and had been advertising director most of that time.

The publication has been in trouble with the Federal Trade Commission and the National Better Business Bureau for several years. It was charged last June with violating a cease and desist order of the FTC, and contempt charges were filed and arguments heard in September before a federal court in Philadelphia (AA, Aug. 3, Sept. 14). Trial was held a week ago, but no decision is expected for at least two weeks. Basis of the case is an FTC order to stop the *Courier* from representing itself as an official publication of the AFL-CIO, and for allegedly charging for unauthorized ads.

LOUIS A. WEIL

PORT HURON, MICH., Dec. 15—Louis A. Weil, 82, editor and publisher of the *Port Huron Times-Herald*, died Dec. 10 at Port Huron Hospital after a long illness.

Before suffering a heart ailment in 1950, Mr. Weil was vp of Federated Publications, which includes the *Lansing Journal*, *Battle Creek Enquirer & News*, the *Journal*, Lafayette, Ind., and the *Chronicle*, Marion, Ind.

Mr. Weil founded the forerunner of the *Times-Herald* in 1900, when he and E. J. Ottaway bought two Port Huron weeklies and consolidated them into the daily *Herald*. They became partners after having served together on the staff of the *Detroit Free Press*. They bought the *Port Huron Times* in 1910 and formed the *Times-Herald*.

LEO C. SMITH

GAHANNA, Dec. 15—Leo C. Smith, 68, former vp and long-time account executive of Mumm, Mullay & Nichols, Columbus, O., died at his home here Dec. 5.

He began his advertising career in Milwaukee and joined Mumm, Mullay in 1925. He has been in semi-retirement since suffering a heart attack three years ago.

JOHN J. McCANN

SPRINGDALE, CONN., Dec. 15—John J. McCann, 49, advertising manager of *Banking*, published by the American Bankers Assn., died Dec. 11 of a brain tumor at Stamford Hospital.

Active in banking and publishing since 1932, Mr. McCann became ill at Miami Beach this fall, while attending the ABA convention and the annual meeting of the Financial Public Relations Assn.

Born in Albany, he was a graduate of Christian Brothers Military Academy. Mr. McCann was advertising manager of the National Savings Bank of Albany from 1932 to 1939, when he joined A. E. Nettleton Co., Syracuse. He served Nettleton for three years before joining the *Banking* staff as an assistant editor.

Mr. McCann was graduated from the Stonier Graduate School of Banking, conducted by the ABA at Rutgers University.

MALCOLM JENNINGS

SARASOTA, FLA., Dec. 15—Malcolm (Bill) Jennings, former vp and art director of MacFarland, Aveyard & Co., Chicago, died in Sarasota Memorial Hospital Dec. 11.

Mr. Jennings began his career on the old *Chicago Herald & Examiner* shortly after World War I, and headed up the newspaper's first advertising department. He joined Hays MacFarland & Co. (now MacFarland, Aveyard) in 1929, and worked with the agency for 25 years.

In 1954 he retired because of poor health. He moved to Sarasota recently, and had been acting as advertising consultant to Siesta Isles, a real estate development, and Sarasota Savings & Loan Co.

BARTLEY CRUM

NEW YORK, Dec. 15—Bartley C. Crum, 59, lawyer, writer and former newspaper publisher, died in his sleep of a heart attack Dec. 9 at his home here.

Born in Sacramento, he was graduated from the University of California and began the practice of law in San Francisco in 1924. For several years he was attorney for the Hearst organization. He frequently made newspaper headlines as the defense lawyer in civil rights cases. In 1953 he obtained a $1,000,000 divorce settlement for actress Rita Hayworth from Prince Aly Khan.

In 1948 Marshall Field, Chicago publisher, sold the New York tabloid *PM* to Mr. Crum and Joseph Barnes, who became its new publisher and editor respectively. In June of that year, *PM* became the *Star*, a morning newspaper, but in January, 1949, it suspended publication because additional financing could not be obtained.

AIRCRAFT & MISSILES

APPLIED ENGINEERING FOR THE AREOSPACE INDUSTRIES

"...Four Quarts of Gin,
Three Cigars,
Two Cigarettes,
And Some Hair Tonic
On a Pear Tree..."

GREEN
CHRI$TMA$
STAN FREBERG

The hilarious exposé
of Rigged Christmas,
by the angry young man
of the record world.

Capitol
RECORDS

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE
Box AA 245, Wilton, Conn.

CBS Radio Signs 5 Sponsors

CBS Radio, New York, has signed several sponsors for pre-Christmas campaigns. They include Longines-Wittnauer Watch Co. (Victor A. Bennett Co.) for co-sponsorship of two news programs; Shulton Inc. (Wesley Associates) for a two-week campaign; Yardley Co. (N. W. Ayer & Son) for a three-week saturation campaign; Milton Bradley Co. (Noyes & Co.) for a month drive, and Insurance Co. of North America (N. W. Ayer & Son) for sponsorship, of a "Sing With Bing" show Christmas eve.

SELLING IN NORTH CAROLINA CALLS FOR THE

WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

IN FACT, you can't cover North Carolina without the Journal and Sentinel

REP. KELLY-SMITH COMPANY

Top 25 Network TV Advertisers

Third Quarter, 1959

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

Advertiser	Estimated Gross Time Costs
1. Procter & Gamble	$11,899,344
2. Lever Bros.	9,499,662
3. American Home Products	6,858,593
4. Colgate-Palmolive	5,290,490
5. General Foods	4,337,056
6. R. J. Reynolds Tobacco Co.	4,269,515
7. P. Lorillard Co.	3,820,693
8. Gillette Co.	3,578,822
9. General Motors Corp.	3,319,225
10. Bristol-Myers Co.	3,218,075
11. General Mills	3,096,035
12. Texaco	2,872,978
13. Ford Motor Co.	2,734,475
14. Sterling Drug Inc.	2,700,512
15. Liggett & Myers Tobacco Co.	2,614,086
16. Pharmaceuticals Inc.	2,554,033
17. Brown & Williamson Tobacco Corp.	2,078,963
18. Philip Morris Inc.	2,075,403
19. Miles Labs.	1,862,197
20. American Tobacco Co.	1,813,431
21. National Biscuit Co.	1,634,363
22. National Dairy Products Corp.	1,627,204
23. Chrysler Corp.	1,625,426
24. S. C. Johnson & Son	1,574,771
25. Bayuk Cigars Inc.	1,566,363

Top 25 Brands in Network TV

Third Quarter, 1959

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

Brand	Estimated Gross Time Costs
1. Kent Cigarets	$2,664,817
2. Anacin	2,284,856
3. Dristan	1,873,039
4. Winston cigarets	1,592,989
5. Phillies cigars	1,566,363
6. Ford cars	1,507,142
7. Tide	1,467,636
8. Viceroy cigarets	1,446,730
9. Colgate dental cream	1,444,071
10. Camel cigarets	1,414,256
11. Dodge cars	1,348,685
12. Salem cigarets	1,262,270
13. Gleem toothpaste	1,253,822
14. Bufferin	1,245,857
15. Chevrolet cars	1,211,996
16. L&M filter tip cigarets	1,148,093
17. Texaco Inc. (general promotion)	1,130,496
18. Gillette razors & blades	1,083,648
19. Bayer aspirin	1,081,025
20. Alka Seltzer	1,075,464
21. Mr. Clean	1,008,790
22. Handy Andy	993,321
23. Prudential Insurance	975,156
24. Geritol	894,130
25. Chesterfield cigarets	887,356

Bernard Names Marine

Bernard Engraving Co., Toledo, has appointed Marine Marketing Services, Huron, O., to handle advertising and marketing operations for its line of plastic letters and other plastic products.

CDNPA Okays Backman

Canadian Daily Newspaper Publishers Assn., Toronto, has extended "regional" recognition for Newfoundland and the maritime provinces to Backman Advertising Ltd., Halifax.

ORLANDO MOVES IN FAST COMPANY

GATEWAY TO THE MOON!

Media Records Reports First Ten Newspapers in Total Advertising Linage Gains

(First Nine Months 1959 vs. First Nine Months 1958)

GAIN

1—Los Angeles Times 10,117,003
2—New York Times 5,713,438
3—*Grand Rapids Press 5,165,420
4—Chicago Tribune 4,608,798
5—Washington Post 4,512,597
6—Cincinnati Post & Times Star 4,495,431
7—**ORLANDO SENTINEL** **4,061,486**
8—St. Louis Post-Dispatch 3,935,576
9—San Francisco Examiner 3,681,606
10—**Sacramento Bee 3,673,160

*Started a Sunday publication April 5, 1959
**Started a Sunday publication February 1, 1959

Orlando Sentinel-Star dominates Miami, Jacksonville, Tampa papers in our compact five-county Central Florida market of 417,000 population by better than 6-1. New Orlando Standard Metropolitan Area of 275,400 ranks 88th in U.S.A. . . . and 69th in retail sales!

Orlando Sentinel-Star
Ask Branham

P&G, Lever Top Net TV Users in Third Quarter

(Continued from Page 2)

from the third to the second position and narrow the lead of P&G.

American Home Products stepped up its spending by more than $2,000,000 to move from fourth to third spot. Colgate-Palmolive dropped from second to fourth position when it decreased its expenditure by more than $1,000,000.

▪ P. Lorillard, by boosting its spending by about $1,700,000, was able to leap from the 17th to the seventh berth, thus nudging its competitor, R. J. Reynolds, which marked time in the number six position. Another tobacco maker, American Tobacco, moved the other way, going from 12th to 20th.

Kent cigarets knocked its competitor, Winston, out of the prime spot among the brand advertisers by stepping up its spending by about $1,500,000. Anacin held on to its No. 2 position, while another drug product, Dristan, soared from the 20th to the third spot, when it increased its spending by more than $1,000,000.

Probably affected by the steel strike, Chevrolet tightened its network tv belt by more than $600,000, diving from the third to the 15th spot. Ford, on the other hand, boosted its outlay slightly.

▪ Total gross time billings during the third quarter of 1959 jumped to $142,362,130 from $125,079,144 for the like period last year. For the first nine months of this year, billings were up from $408,116,640 to $451,013,344. Daytime billings increased 26.1% during the first three quarters, while nighttime income was up 4.2%. #

Foulke Agency Changes Name to Gould, Brown & Bickett

Foulke Agency, Minneapolis, will change its name Jan. 1 to Gould, Brown & Bickett. Established in 1939 by Robert W. Foulke as a "one man agency" with three accounts, the agency now has a staff of 17 and 40 accounts with an annual billing of approximately $1,500,000.

Eugene Gould

Robert Foulke

According to Eugene H. Gould, president, there will be no changes in personnel. Mr. Foulke continues as chairman of the board. Charles E. Brown and Lynn Bickett continue as vps.

Charles E. Brown

Lynn Bickett

GEORGE R. CORCORAN *has been appointed advertising manager of the American Car & Foundry division of ACF Industries, New York. Mr. Corcoran joined ACF as an advertising assistant in 1956 and was named acting advertising manager of the division in 1958, replacing John M. Perkins, who was appointed director of the division's product sales.*

Few Ad Cutbacks Seen in Department Store Budget Plans

NEW YORK, Dec. 16—Twenty-five per cent of the 642 retail department and specialty stores surveyed by Kirby Block & Co., New York resident buying office, will increase their newspaper advertising budgets for the first four months of 1960 over that spent in the same period this year.

Only 3% of the member and non-member stores participating in the recently completed nationwide survey plan to budget less on newspaper advertising. The remainder—72% of the stores—will spend about the same.

With respect to radio and tv advertising, 26% indicated they would spend more, 16% said they would spend less, with the rest to spend the same. For direct mail, 14% will have larger budgets, 7% smaller, and 79% will spend about the same.

▪ Display appropriations will be up for the spring period, with more to be spent by 33% of the stores for window displays and by 29% of the retailers for in-store displays.

Another promotional trend resulting from the survey contrasts store-wide sales with departmental sales. While 18% will go heavier on store-wide promotions, more than half—52%—will spend more on departmental drives. Of all stores reporting in the survey, 45% will spend more on shows, exhibits, and demonstrations. #

Petersen Joins Netedu: Grubb Promotes Execs

Leon L. Petersen, exec vp, creative director and co-founder of Grubb & Petersen Advertising, Champaign, Ill., has joined Netedu Advertising, St. Joseph, Mich., as creative director.

Robert F. Grubb, president of Grubb & Petersen, has promoted N. L. (Mike) Wilson to creative director. Dale R. Arvidson has been named vp in charge of account services and broadcast activities and has been elected to the board of directors. Robert E. Smith succeeds him as radio-tv director. F. E. (Gene) Wilder has been named secretary of the corporation in addition to his duties as art director.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
....
....
....

Western Union Opens Wirefax

Wirefax, a transcontinental public facsimile service, has been opened by Western Union Telegraph Co. The circuit permits transmission of original line drawings, ad layouts, sketches, charts, letter-size documents and other graphic matter—excluding photographs—as a single page or in sections up to 7½x9½" in size. Initial service covers New York, Washington, Chicago, Los Angeles and San Francisco. Transmission can be made coast-to-coast in six minutes.

Swink Names Three VPs

Howard Swink Advertising Agency, Marion, O., has elected Owen E. Poling, John K. Lord and Marion E. Burton, account executives, vps.

Andrew Zeis Elected VP

Andrew E. Zeis, media director of Compton Advertising's Chicago office, has been elected a vp.

"We press
the buttons...

...you do
the resting"

Sheraton's got an exclusive in the hotel industry — an electronic reservation system called *RESERVATRON*. What does it do? It gets you confirmed reservations at any of Sheraton's 54 hotels in 4 seconds flat, that's what. And it's free, too. All you do is call the nearest Sheraton Hotel. SEND FOR FAT FREE BOOKLET: 96 pages chock full of facts about all of Sheraton's hotels in 39 cities. It'll be useful to you — and prove to us that you read this ad. Address: Sheraton Corp., Ad Age Ad #8, 470 Atlantic Ave., Boston, Mass.

Richard Decker
The Philadelphia Bulletin

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

PHOTOGRAPHIC REVIEW OF THE WEEK

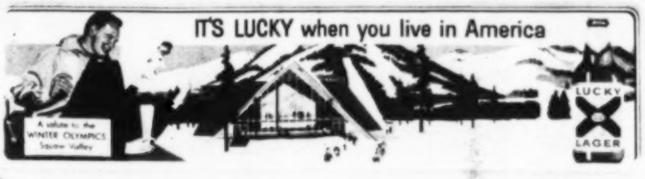
McCue Powell Carroll Adamik Abrams Utt

BAKE A CHERRY PIE—*Planning for the National Cherry Pie Baking Contest set for Feb. 18 under the aegis of the National Red Cherry Institute and Hotpoint Co. are J. R. McCue, Western Advertising Agency, representing the institute, and F. M. Carroll, Compton Advertising Agency, representing Hotpoint; W. B. Powell, executive secretary-treasurer of the institute, and from Hotpoint: J. F. Adamik, sales promotion manager; F. Gene Abrams, ad manager for kitchen appliances, and A. M. Utt, ad manager.*

Davis Olstad Myers McCord Fine Hardesty

AT PRESENTATION—*During a break in the almost day-long presentation by the Center for Research in Marketing on a new study (AA, Dec. 7), Paul A. Fine, exec vp of the Center, talks with representatives from four client companies: Leyland Davis, N. W. Ayer & Son copywriter; O. N. Olstad, Ford Motor Co.; J. R. Myers, associate media manager, Westinghouse Electric Corp., and R. D. Hardesty, director of consumer research, Johnson & Johnson. In the background is Frank McCord, vp and manager of the research department, Ted Bates & Co.*

AD BENEFACTOR—*Mrs. Mildred May, director of special services for the Valley National Bank, receives the Junior Advertising Club of Phoenix's first annual award to "the person who has contributed most to public understanding of the advertising profession" from Landon Nichols, president of the club and on the public relations staff of Phoenix Newspapers Inc. Mrs. May is a member of the senior Advertising Club of Phoenix.*



BARREL STAVES AND SKIES—*In a salute to the first Winter Olympics to be held in the West, Lucky Lager Brewing Co. is featuring the Squaw Valley, Cal., site of the forthcoming games in its painted bulletins. McCann-Erickson, San Francisco, is the agency.*

Cling Peaches
from California
Cling Peaches
from California
1960
Cling Peaches

PEACHY PROMOTION—*June Adler has put on her top hat to indicate the ritzy $1,500,000 full-scale promotion program the California cling peach industry will have completed by mid-1960.*

Main Van Horn Tiernan Burnett Barlass Duncan Brant Mickels

COOK-OUT CLAMBAKE—*Participants in Better Homes & Gardens' second annual cook-out gathered in Chicago Dec. 12 to hash over plans for coordinating copy approaches of the advertisers taking part in the promotion. Shown here discussing things like cross-referring each others' products in recipes, and reviewing materials for the promotion kits that will go to an estimated 8,000 stores this spring, are—for the BH&G team—Bob Tiernan, manager, sales promotion and merchandising, BH&G; Bob Burnett, marketing manager, and Jack Barlass, director of Meredith Publishing's book division. Advertiser and agency men present included Wick Main, Standard Packaging Corp.; Ed Van Horn, Smith, Hagel & Knudsen; Stuart Duncan, Lea & Perrins; Donald B. Brant, Samuel Croot Co., and Gilbert Mickels, Leo Burnett Co.*

CHICAGO SUN-TIMES

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

How very much has happened—even in the lives of these youngsters!

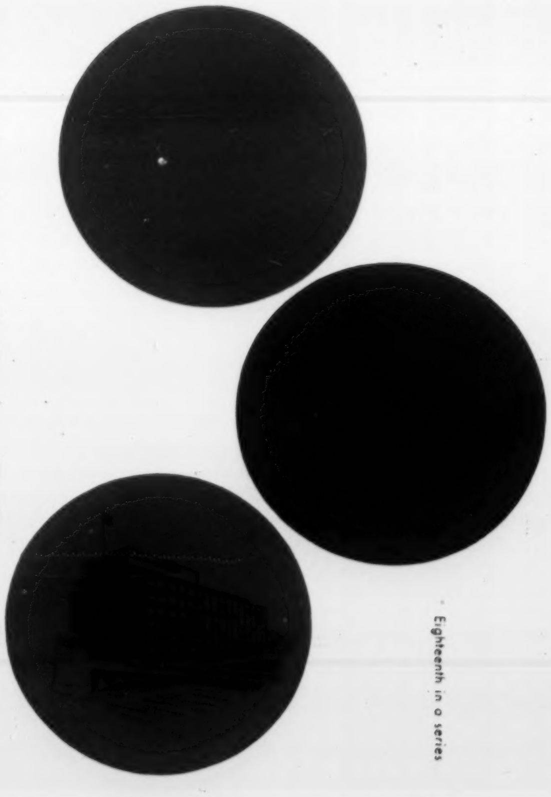
From where they stand, here at the river's edge, they see change at every turn. Above their heads they behold a new sky line, etched with towers that have risen in their own brief time. Beneath their feet, a river—but a river that has suddenly become a gateway to the world.

There, across the water, they see a structure younger than themselves, yet already a landmark of the new Chicago: the home of the Chicago Sun-Times.

Like Chicago itself, the Sun-Times is a place where great things happen. Here the most up-to-date newspaper plant in America works day and night to tell Chicago "what's new." Here giant color presses whip out nearly a thousand papers a minute. Even as you read these words, still newer presses are being installed.

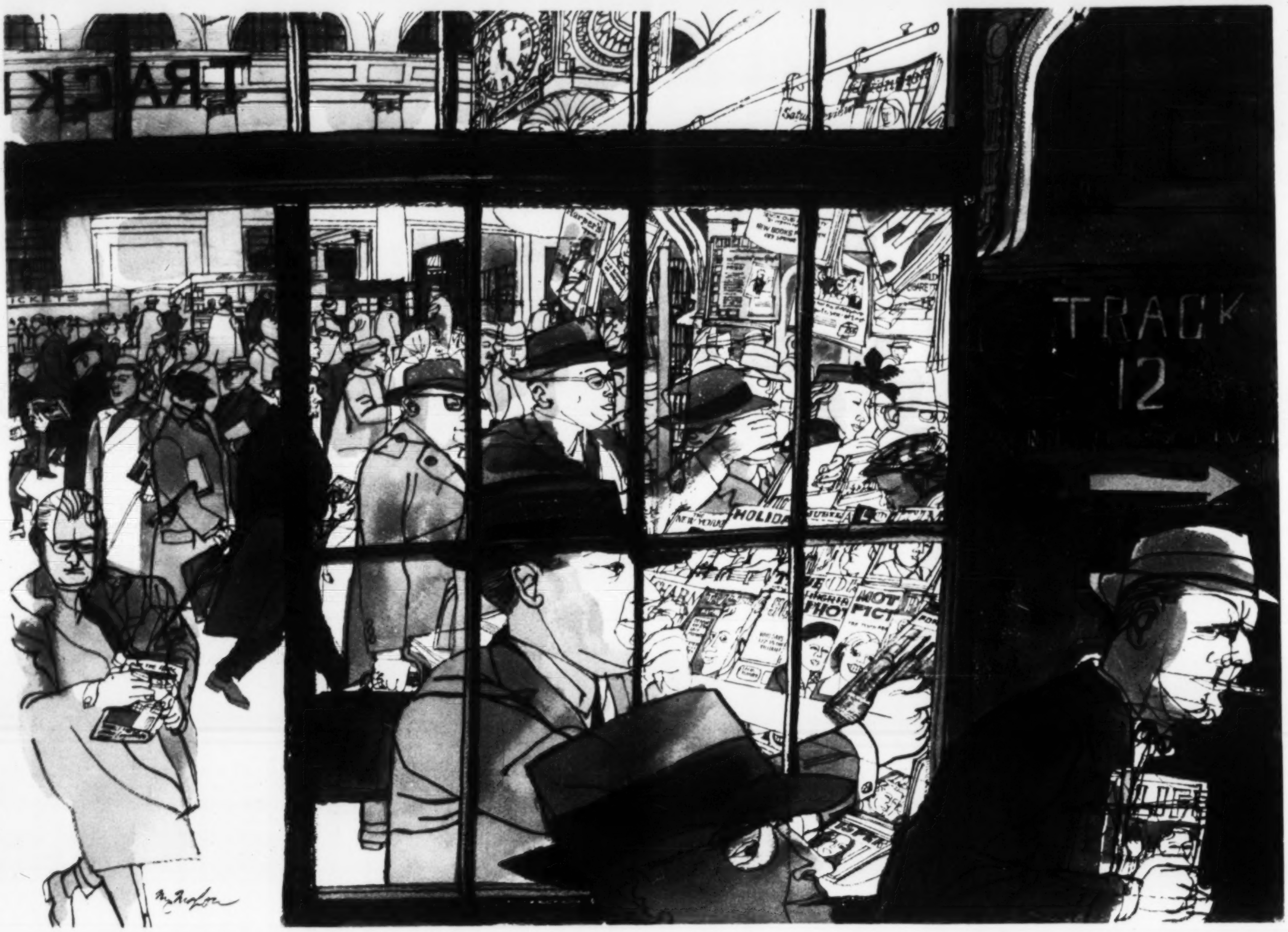
Such growth could only happen in changing, challenging Chicago; in no other city has a newspaper started from scratch and grown to full stature in these few short years. It could happen only with a newspaper that echoes the city's mood: eager, vital, young at heart...the Chicago Sun-Times.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!



Eighteenth in a series

Illustrator: Franklin McMahon,
an artist-reporter known for his
on-the-spot reportage of major news events
for national magazines.



leaders are readers

An interesting fact, exposed by research, is that American executives in every field are the nation's number one readers. During the course of their daily travels . . . from home to office, on business trips by plane or train, in moments of waiting between meetings . . . they do an astonishing amount of reading. Much of this reading is generalized . . . designed to keep them in touch with an expanding and diversifying America. They read favorite national magazines and business magazines which have earned their respect by editorial service. This is *basic* reading . . framed and focussed by high quality of editorial content. This is why advertisements in national magazines command and hold the readership of America's leadership.

Our business for more than a quarter century has been to contribute to the technical quality of national magazine advertising through fine photoengraving. This experience has given us a front-row view of national magazine publishing and advertising, and an appreciation of magazines as basic media of communication. Magazine artists and photographers who share our appreciation have joined with us to contribute this series of advertisements towards a broader and deeper understanding of national magazines as basic advertising media.

COLLINS, MILLER & HUTCHINGS, Inc.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Feature Section

Advertising Age

Top Ten TV Commercials of Month

Quiz Scandals Only a Symbol

Hope for Inventory-Taking

Immoderation Hurting Ads: Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Freedom Cannot Be Won Lying in a Featherbed'...

22-Year-Old Rubicam Speech Makes Strangely Pertinent Observations on Current Ad Problems

At the end of November, AA's editorial director received a letter from Raymond Rubicam, retired founder and former head of Young & Rubicam. "A few days ago," said Mr. Rubicam, "I got a telephone call from John Royal of NBC asking me to send him a copy of a speech I made early in 1938 at the dinner where I received the Annual Advertising Awards Gold Medal for 1937. Royal had heard and remembered the speech, and wanted to circulate it to NBC executives in view of the present questions about practices in the communications field... I thought you might be interested in the speech."

The 22-year-old Rubicam speech needs only the change of a handful of words to make it seem as though it were written yesterday, and AA is delighted to reprint it here. The Annual Advertising Awards were then sponsored by Advertising & Selling magazine, which Advertising Age absorbed in 1958.

Raymond Rubicam

By Raymond Rubicam

It is now 15 years since Edward W. Bok[1] established the annual Advertising Awards at Harvard University. As you remember, Mr. Bok endowed the awards for only a limited number of years, after which they were abandoned. Several years later, Fred Kendall[2] had the happy inspiration to reestablish them—and it seems to me that in doing so he put all advertisers, media owners and agency men in his debt. For the events since 1921 have shown more clearly the wisdom of Edward Bok in founding the awards.

At that time there was little or no criticism of advertising by the public or representatives of the public. Its claims to have contributed importantly to the American standard of living were recognized. Its economic service in making mass production possible through mass consumption was not questioned. Objections to it on the grounds of unreliability or vulgarity represented no weight of numbers.

■ By and large, there was insufficient appreciation at that time, among advertising men, of the importance of what Mr. Bok had done. Critics claimed, in fact, that the awards tended to set up false standards of advertising. They argued, in effect, that the only business of advertising was to sell goods, that considerations of ethics and good taste would be overemphasized in the awards, and that, therefore, the awards would encourage misplaced idealism at the expense of hardheaded practical realism.

A Changed Situation

But that was in the early '20s. And now there is a serious question as to who was the practical man after all. The critics forgot, in those carefree days, that 15 to 20 years before there had been an uprising against irresponsible patent medicine and food advertising which effected reforms through the whole range of advertising; and that its greatest growth, greatest usefulness, and highest public standing came in part as a result. By 1923 it was largely because of the acceptable standards of advertising generally that the small percentage of offensive copy went without serious challenge. And it was because of the courageous and determined stand of certain leading magazine and newspaper publishers—known to all of you—that those acceptable standards held.

■ Ten or 12 years ago I served on one of the Bok Harvard Award juries. There was no specific injunction in the award provisions that the winning advertising must be outstanding for high moral or ethical character or anything of the sort. The terms of Mr. Bok's provisions were simply that the advertising must be outstanding for its excellence. Yet every juror who served knew better than to give an award to advertising that was objectionable from the standpoint of public interest or good taste, regardless of the claims made for its effectiveness. And that unwillingness to reward advertising exclusively for the immediate sales it made—regardless of *what* it sold or *how* it sold—came not alone from the fact that the prize-winning advertisements would be targets for criticism. It sprang equally from the juror's inner conviction—made stronger by his impartial juror role—that advertising has an inescapable public responsibility no less than its responsibility to the advertiser.

■ This can be put on whichever ground we choose, moral or practical, but the need to heed the responsibility is there just the same. And if we read rightly the signs of these times we know that the need to heed is stronger today than at any other period in the history of advertising.

Alike—But Vastly Different

The late O. O. McIntyre used to enjoy spotting people among his acquaintances or in the news who resembled each other in appearance. And as you probably remember, he would put their names in his column with the caption "Look-Alikes." In this country of ours today there is a pair of look-alikes—not people this time—called Liberty and License, which are causing us considerable confusion.

Their outward resemblance is frequently so remarkable that men continually demand license by calling the name of liberty, and denounce liberty for others by branding it license. This pair are the Dr. Jekyll and Mr. Hyde of democratic privilege, and we must get them straightened out in our minds if we are to solve the problems of human relationships which beset us.

■ Ever since men began to record their feelings about life, they have had much to say of liberty and freedom—in story, song, essay and oratory.

"The most beautiful thing in the world is freedom of speech," said Diogenes.

"The Athenians will not sell their liberties for all the gold either above or under the ground," said Aristides.

"Proclaim liberty throughout all the land, unto all the inhabitants thereof," said the Old Testament.

And on through the years rolls praise of liberty, but most often and most eloquently since the struggle for modern democracy, and in the two great countries which are today its bulwark. Patrick Henry scored the knockout line, but hundreds of other boys were in there trying.

■ "Lean liberty is better than fat slavery," was an English proverb.

"I must have liberty,
Withal as large a charter as the wind
To play on whom I please,"

said Shakespeare.

"When liberty is gone, life grows insipid and has lost its relish," said Addison.

"Where liberty dwells, there is my country," said Franklin.

"Liberty is the breath of progress," said Robert Ingersoll.

"I would rather belong to a poor nation that was free than to a rich nation that had ceased to be in love with liberty," said Woodrow Wilson.

■ But right alongside and down through the years, there came, too, a counter-note, a warning.

"He is free who lives as he chooses," said Epictetus, then thought it over and played safe. "But no man is free who is not master of himself," he added.

Quintilian had another angle. "What in some is called liberty, in others is called license," he said.

And as time went on and the wise heads had more and more experience with liberty, and the world became more and more complicated, this plaintive counter-theme of caution and restraint kept rising higher and higher, until it came, in England at least, to rival in volume and to exceed in brains, the ecstacies of the pure shouters.

■ "What is liberty without wisdom and without virtue?" asked Edmund Burke. And he answered, "It is the greatest of all possible evils; for it is folly, vice and madness without tuition or restraint."

And again he said, "Among a people generally corrupt, liberty cannot long exist," and still again, "Liberty must be limited in order to be possessed."

John Stuart Mill warned the free man that he must not make a nuisance of himself to other people.

Wordsworth lamented "the weight of

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[1] For many years editor of the Ladies' Home Journal.

[2] Founder and editor of Advertising and Selling.

too much liberty."

■ These and hundreds of other poets, sages and social philosophers—including Bernard Shaw and Ed Howe—have had a fling at warning us. "Liberty is responsibility," said Shaw. And Ed took the gloomiest view of all. "We are not free," he said; "it was not intended that we should be. The book of rules is placed in our cradle and we never get rid of it until we reach our graves."

I could quote more, but what has been said should be enough to establish the point that if there is such a thing as liberty, which seems in dispute, you can't have it anyway.

Fight Fiercely and Well

This has been a somewhat poetic approach to the business of advertising, for which I apologize, but, nevertheless, it strikes at the heart of what must be one of our greatest concerns today.

This whole country is engaged in a great struggle for its traditional ideals of freedom. But it is not just a spectacular battle—at which we are merely spectators—between giants of government in Washington and giants of business in Wall St. The issue is being fought everywhere, in schools, colleges, homes; in newspapers, magazines and on the air; in little businesses as well as big; and every policy, attitude and act of ours which touches on the public welfare—are a part of it. The advice we give our clients, the encouragement or discouragement we give to decent or indecent journalism, the standards of our copy, are all contributing to swing the victory one way or the other.

■ We want to put up the hardest fight that is in us to maintain freedom of action. We want to do this not only for the profit and enjoyment of our own business, and not only for the sake of the industries we serve, but as part of the greater struggle for the whole principle of liberty and self-determination.

But it is one thing to fight fiercely and it is another thing to fight well. If we who represent minorities permit our fight for liberty to degenerate into a fight for license, we must in the end lose out to mobs. Only if we can set an example of restraint, responsibility and respect for others can we hope to win.

■ A couple of years ago Col. McCormick of the *Chicago Tribune* wrote and published a booklet in defense of freedom of the press and in it sought to reassure the advertiser by telling him that the government had no power to censor advertising, and couldn't have any, because advertising was guaranteed freedom as a part of the guarantee of freedom to the press. "Let it be borne in mind," he said, "that the advertiser has as much right to the freedom of the press as the editor. The smallest shopkeeper has as much right to the freedom of the press as the President of the United States."

Again he says, "The Department of Agriculture has no power to censor advertising, and Congress cannot give it that power."

Public Interest Paramount

Possibly it may have been the intention of the authors of the Constitution to include advertising within the meaning of the freedom of the press amendment, but there is a healthy body of opinion against such a view. As for the lack of power by government departments to regulate advertising, labels have long been censored under the Pure Food and Drugs Act; and now, under the Securities and Exchange Commission Act, and the alcohol control law, publication advertising is also being regulated.

■ Even the freedom of the press is not a God-given and insuperable right. It was conferred by men because they believed the public interest demanded it, and it can be withdrawn by men if they believe the public interest demands the withdrawal. Like other parts of the Constitution, it is incident to a preamble which said that the people of the United States established the Constitution for six specified reasons, two of which were the establishment of justice and the promotion of the general welfare. It would seem that the primary concerns of the authors of the Constitution were the six objectives named in their preamble, and that the rest is the means by which they hoped to accomplish their ends.

■ Remember that the Constitution has been amended 21 times, and it will be further amended when the needs of justice, general welfare and the other objectives in the preamble require it. At one time it seemed that prohibition would promote the general welfare, and the Constitution was amended. A few years later it was decided that experience showed the contrary and it was amended again.

Freedom Has Limits

It has been said that every good thing holds within itself the seed of its own destruction through excess—and this is certainly true of freedom—especially of those freedoms granted to minorities so that they may be exercised for the welfare of majorities. Liberty stretched to license can destroy itself and destroy those persons who have enjoyed it. Gen-

Quiz Scandals Are Only a Symptom

The editorial below is reprinted from the Dec. 12 issue of the Saturday Evening Post by permission. Copyright 1959 by the Curtis Publishing Co. It is reprinted here because we believe it is of special interest to advertising and marketing men, as well as to the general audience of The Saturday Evening Post.

During the past several weeks one of our principal competitors, television, has been under severe attack.

The temptation, of course, is to join in the assault—to parade before our readers the whole sorry gallery of witnesses who testified before Congressman Oren Harris' well-publicized hearings. There is reason to do so. The charges of deceitfulness have been proved; the sad spectacle of major networks surrendering control of their facilities to advertisers has been fully documented.

Nevertheless, we are reluctant to join in the field day that the press, generally, has enjoyed at television's expense. This is not because we believe the rogues to be innocent. Rather, it is because we believe that the importance of their guilt has been wildly exaggerated, the significance of their guilt almost wholly overlooked. The nation, we suspect, will not go into total decline because Xavier Cugat cribbed on his pop-music exams; we may even survive the revelation that network presidents were either asleep at the switch or more interested in advertising revenue than in the honesty of their programs.

■ What is important is that we recognize the television scandals for what they are—a symptom of the declining standards of moral behavior in the United States, that twinge in the national belly that warns of deep-seated malignancy in the body politic.

The issue before the republic, therefore, is not merely how to police the airways (the industry itself may see to that if only to avoid the twin threats of federal regulation and pay tv). Ours is a far more difficult task. The first stone has been cast. Now all of our treasured institutions are called to account for their stewardship—each determining for itself how riddled with the cancer of moral indifference it may be.

Even a cursory glance at our society reveals that the ethics of the quiz show are by no means confined to television. In many of our schools, for instance, we tacitly approve the policy of automatic promotion—that sleazy practice of sending dullards from grade to grade when they can't, or won't, do the required work, but must be advanced because "there's no place else for them to go." Ultimately they are "graduated," ill prepared for the jobs they will seek with their fraudulent diplomas.

■ In our colleges responsible educators now estimate that perhaps as many as one third of all students cheat "rather regularly" on their examinations. It is really not surprising that they do so. Their more celebrated classmates, the football team, were very probably recruited by one or another of the undercover dodges employed by college administrators to circumvent the pious codes they publicly endorse.

On the labor front we are assailed by the dismal memory of Dave Beck and the spectacle of a Hoffa triumphant over the majesty of federal authority. We see featherbedding and thuggery upheld in cynical disregard of the national welfare.

Medicine? After years of tongue-clucking by the American Medical Association, fee splitting goes on as always. Some specialists continue to kick back to general practitioners who send them patients. In another sector health-insurance plans mount in cost because, for one reason, doctors and patients conspire to chisel on the terms of the contracts.

■ Lawyers? Alongside the honest attorneys slinks that grimy fringe of ambulance chasers, shysters and mouthpieces—the flouters of justice whose special skill is to teach the willing pupil how to beat the law. Even the statutes themselves seem sometimes to encourage these delinquents. Some states, for example, encourage perjury by providing that the only legal ground for divorce is adultery. Too often the evidence of the adulterous act has to be faked, while solemn but helpless judges look the other way.

The income tax? Cheating on it is now a national game. New loopholes are greeted with hosannas, passed from willing lip to eager ear. Executives openly boast of living off their expense accounts. Too often the status symbols of the successful are the credit card and the company yacht used for private entertainment.

■ Washington? The home freezer and the mink coat are old stuff by now. So, also, is the strange case of the Miami television license, the vicuna coat, the Goldfine rug, the innocent phone calls of Sherman Adams, the Congressional payrolls stuffed with relatives.

But what about the senator who conveniently forgets that the hilarious speech which established him as a latter-day Will Rogers was actually written by some ink-stained ghost whose name the senator conveniently forgot to mention? And how many members of Congress accept campaign contributions from donors whose obvious, if unspecified, purpose is to compromise the vote of the successful candidate?

■ The catalogue of American Van Dorens is thick and blowzy. It includes those American businesses which caused the Federal Trade Commission to announce recently that advertising abuses were at an all-time high; the gyp repairmen who batten on the anguish of homeowners in trouble; the fast-talking bunko artists who swindle the unsophisticated by selling worthless stock by telephone. It even includes those suburban ministers who preach their Sunday sermons on racial integration—to all-white congregations.

Nor, we regret to say, is the press without blemish. Some of the publications that trumpeted television's derelictions most loudly are themselves guilty of questionable practice. Some permit their baseball writers, for example, to travel at the expense of the team they cover—compromising objectivity for a few dollars a year. Some see no ethical reason why their editors should not accept the free travel, free liquor, free entertainment offered by public-relations firms in pursuit of favorable mention for their clients. Some angle their editorial content with the advertiser, not the reader, in mind.

■ And all of us—newspapers and magazines alike—are wide open to the charge that we have abetted the national delinquency by helping to foster a phony value system in our country. By glamorizing sports we so inflated the football star that colleges felt justified in buying him to fill the stadium that costs more than the physics building. By our preoccupation with the bosomy starlet, the sweetly smiling faces of television, we encouraged our readers to accept phony standards of success, helped the creatures of publicity to rewards that their contributions do not merit.

■ Viewed against this capsule picture of the seamy side of the United States, the television mess begins to come into focus.

Television, we repeat, was guilty of gross negligence and gross cowardice in surrendering programming to the advertiser.

Those who have been damned by the revelations deserve to be damned.

■ Television paid the penalty not because it was the only offender but because it was the most obvious target.

Some other houses are in need of cleaning—for their own good and for the nation's. #

"Charley just mentioned it this morning. He says the New York News has 2,200,000 exclusive adult readers, with 65% of them in better income families. So I said what are we waiting for? Let's see some action."

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

By the mere laws of chance, you should get 6 or 7 of these right. Answers on Page 74.

1. Biggest spender for newspaper advertising is
   (A) General Motors (B) Sears, Roebuck (C) General Foods
2. In the last decade the circulation of weekly newspapers has
   (A) Declined (B) Remained static (C) Risen
3. There were 900 radio stations on the air in 1945. Today there are approximately
   (A) 500 (B) 1,000 (C) 3,000
4. Of the three segments into which tv time sales are divided, the biggest has been:
   (A) Network (B) National & Regional Spot (C) Local
5. For every home with a color tv set the number with b&w receivers is
   (A) 10 (B) 100 (C) 1,000
6. The world's tallest man-made structure is
   (A) Empire State Bldg.
   (B) WGAN-TV antenna tower
   (C) Eiffel Tower
7. If magazine ads on inside pages are given a readership index of 100, the fourth cover rates
   (A) 115 (B) 247 (C) 309
8. Full showing is a term used in
   (A) Television (B) Newspapers (C) Transportation media
9. Headlines are most legible when set in
   (A) All caps (B) All lower case (C) Caps and lower case
10. The Advertising Council is
    (A) A new federal agency to coordinate certain functions of FTC and FCC
    (B) A private non-profit group
    (C) A network of advertising agencies
11. The portion of American industry carried on by corporations listed on the New York Stock Exchange is
    (A) 25% (B) 50% (C) 75%
12. The number of cigaret brands and sizes now being marketed is about
    (A) 25 (B) 50 (C) 100
13. Caslon, Garamond and Cheltenham are
    (A) An advertising agency
    (B) Type Faces
    (C) Soap opera characters
14. T. F. means
    (A) Till Forbid (B) Time Free (C) Type; Foundry
15. Of the Big Three's compact cars the one advertising an engine in the rear is
    (A) Falcon (B) Corvair (C) Valiant
16. In 1950, the year the Diners' Club started, the amount of currency in circulation was $27.7 billion. Today the figure is
    (A) $4 billion more (B) about the same (C) $4 billion less
17. It is estimated that 21% of France's labor force is engaged in food distribution. The figure for U. S. is
    (A) 7% (B) 14% (C) 21%
18. Among these languages the one with the largest number of native speakers is
    (A) English (B) Spanish (C) Russian
19. Annual industrial rate growth for the United States has been running at
    (A) 3% (B) 5% (C) 9%
20. Usual meaning of 4A's is
    (A) Alabama, Alaska, Arizona, Arkansas
    (B) American Association of Advertising Agencies
    (C) Argosy, Adventure, American Boy, American Legion

eral welfare must be the final test of democracy as well as other governments, and sometimes customs have to be changed in order that principles may remain in effect.

Nobody believes more strongly or more sincerely in the value of advertising than I do. I mean that I believe in its worth to the buyer as well as the seller, and in its considerable contribution to the general welfare.

Nobody believes more strongly than I in the infinite desirability of the American ideal of freedom, whether spiritual or economic, whether for capital or labor, whether for you or for me.

But freedom of public activity must necessarily be limited by the necessity to serve, or, at least, not to violate, the public welfare. Whether the press likes it or not, this, in the final analysis, must be a condition of the continued freedom of the press. Whether advertising likes it or not, this, in the final analysis, must be a condition of the continued freedom of advertising. If the activity is in the main sound and good, the public is patient, practical and fair enough to overlook the offenses of a few. But a general decay of the sense of responsibility can bring only one end—the loss of freedom.

At its best, the American publishing world has an admirable record of responsibility—without the exercise of any compulsory restraints upon it from any outside source. And the same can be said for advertising. The most responsible publishers and advertising men have, in fact, worked together in the past for the betterment of both publishing and advertising standards, with public protection in mind. The sound publisher's contribution to advertising has come, first, through high standards of editorial content; and second, by including advertising in his conception of responsibility to readers—both as to products advertised and as to advertising treatment.

■ Responsible advertising men, in their turn, have urged high standards upon publishers with regard both to their editorial content and their advertising content. There have been instances of publications which have had to "clean up" before they could get any volume of linage. There have been other instances of publications which have refused to "clean up" and have failed to get linage.

Unfortunately, cooperation for high ethical standards between publisher and advertiser was more prevalent and more influential 20 years ago than it is today. One reason for this is that there are now far more media and, therefore, far more difficulties in the way of getting them together either with each other or with advertisers. Another reason is that editorial and advertising daring, of a sort which is considered by many to be unwarranted and shortsighted license, has grown enormously.

Any current study of the newsstands will convince you of the latter if you are not already convinced, and will reveal an alarming increase in the number of publications which are not helping the cause of either freedom of the press or of advertising. Advertisers and agency men can, if they will, do much to combat this publishing tendency in their individual business dealings with media and media owners; but over and above this, strong, live and real cooperative activities for the maintenance of standards in the media, advertiser and agency fields are needed. The best of our past leads me at least to hope that there are leaders now who will successfully promote such cooperation.

We want freedom of the press and we want freedom of advertising conduct. "Freedom cannot be won lying in a feather-bed," someone has said. But neither can it be maintained merely by fighting those who want to take it away from us—we must also fight the tendency in ourselves to want too much of it. #

The Best of the Month's TV Commercials . . .

New Techniques, Fresh Approaches

Each month, Harry W. McMahan, formerly plans board member and head of tv commercials at McCann-Erickson and Leo Burnett, and now a tv consultant to the industry, comments on ten tv commercials which he finds outstanding or worthy of discussion.

By Harry W. McMahan

More revelations to shock Washington: The new Marlboro man doesn't really have a tattoo on his hand. It's just above his navel. And it isn't a monogram—it's a hula dancer.

Harry W. McMahan

That model in Bayer aspirin doesn't have a headache. He swallowed the glass corkscrew and has a hangover. Bob Shields has the headache.

The "invisible shield" for Colgate isn't Libbey-Owens-Ford glass, either. This explains why there aren't any distortions—at least, in the picture.

Manners the Butler isn't really that small (or quite that well-mannered). He's just humble, which he learned from Arthur Godfrey.

Bert and Harry Piel don't really care for beer. It makes their pencil marks run.

That really isn't Helena Rubinstein narrating those commercials any more than it is Elsie, the Cow.

The man in the new Viceroy commercial really has a different hobby from what he pretends. He chases girls.

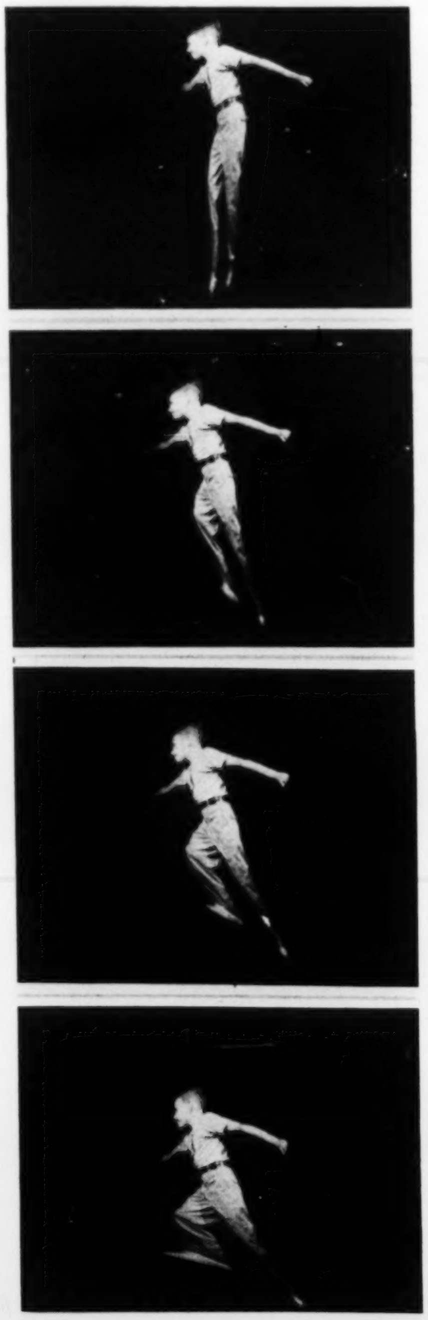
'Elastic Lens' Makes Bow

Museum of Modern Art friends may recall Francis Thompson's "N.Y., N.Y." *avant garde* film, about a year ago. Thompson, artist and documentary film producer, had become intrigued with the exciting world of camera distortions for story telling.

Now, he turns his techniques to film commercials and in his first, for Nestle's Quik, he has the novel effect of a boy standing still, *running*. The elastic lens also captures a variety of kaleidoscopic effects—all in the camera, not in optical work.

Possibilities for the technique are immense, although this first effort may leave something to be desired commercially. We have a hunch this idea may catch fire.

Credits for the precise camera work go to Mr. Thompson, of course. Pat Grossman conceived the idea and Jim Manilla was McCann-Erickson's producer. A jazz track by Quincy Jones and Gran "Sascha" Burland helps, too.



Nestle's Quik

Miniature Gas Station, Tape to Film

How do you build a gas station on a stage in New York? That's always a problem of space, time and money, but Shell has come up with a good, fast solution in videotape.

Using a miniature gasoline station and electronic matting, the commercials were produced on a Wednesday at CBS, New York, transferred from tape to film on Thursday and aired the following Sunday on regional telecasts in New York, Cleve-

IN
DETROIT
300,000*
families read
no other
daily newspaper!

News
Swivel Seats Are Shown

*Fifth Quinquennial Survey of the Detroit Market

DETROIT is a compact, six-county market. In this area, factory workers earn the highest average weekly wage of any major market in the nation. Here, stores do a retail business of 5 billion dollars annually. Here, The Detroit News has, by far, the largest weekday and Sunday circulation—including 300,000 families who read no other daily Detroit newspaper! Here, The News is the dominant advertising medium, carrying more than 50% of the 3 newspapers' total linage.

DETROIT MEANS BUSINESS. Business means The News. To do more business in Detroit tomorrow, use The Detroit News today.

The Detroit News

LARGEST TRADING AREA CIRCULATION OF ANY DETROIT NEWSPAPER, WEEKDAYS AND SUNDAYS.

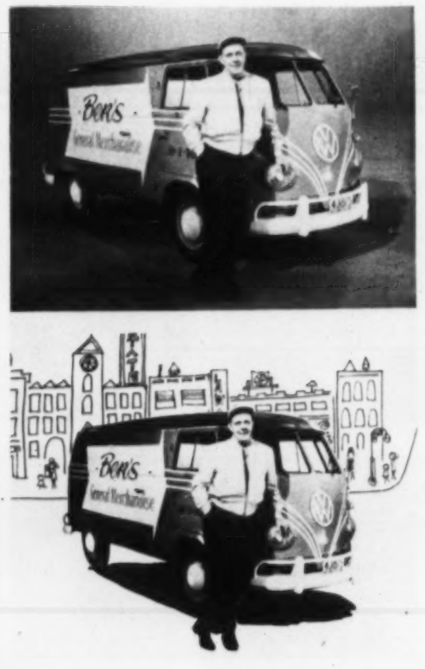
New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Gene Warren, CBS production development, with miniature of Shell station, poster and shrubbery setting.

land and St. Louis.

Key to the electronic matting of the miniature is CBS' new "VideoScene" process which links two cameras with a "slave" system and synchronizes camera movements between the foreground and the background. As the master camera pans, tilts or zooms in photographing the actors and car in front, the satellite camera, photographing the miniature station, pans, tilts or zooms in sync.

CBS' tape-to-film quality continues to improve. This is a major breakthrough on the videotape commercial front, as important in its way as the "VideoScene" development. JWT, Shell's agency, spent two weeks on the pre-production work for the four commercials. Camera time was seven hours.



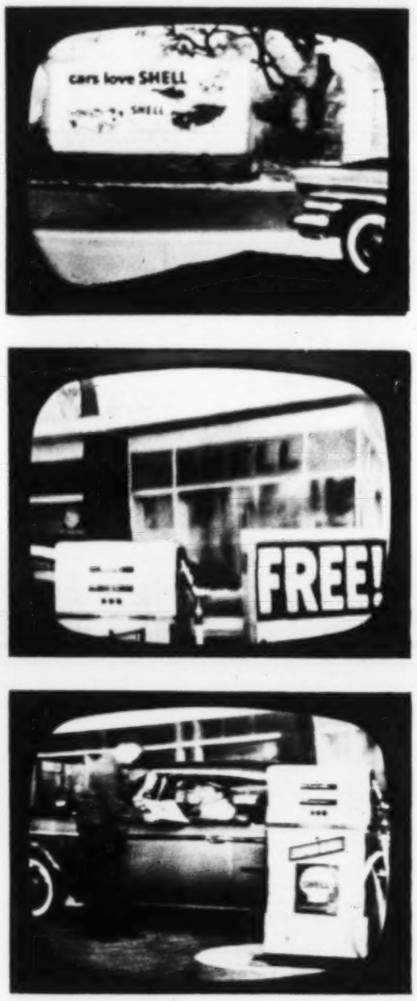
Volkswagen

Another Space Problem Solution for VW

Meanwhile, the film boys have been doing some problem solving themselves. Transfilm-Caravel got away from the demands of space and weather by putting the new Volkswagen films for Fuller & Smith & Ross in a "visual squeeze" technique.

Moving shots of the VW trucks were simulated through the use of natural photography against stylized art backgrounds. Shot with a self-matting negative, no rotoscoping was necessary for the combination of the live and art components.

The four spots, designed for open-end dealer use, are fresh and interesting. Actually, the stylized art background shows the cars to better advantage in most cases than a natural background ever could. Byron McKinney produced from the script of Peter Cardozo. Both are F&S&R vps and rightly so.



Shell

Chevy Out Front

Among the hot competitors in the car race, we think the performance and styling edge goes to Chevy's commercials (even though our personal taste for cars goes rather violently to a competitor). Chevy continues to blend live and film well. Emotional appeals knit neatly to rational ones. Humor, color, music all are used judiciously.

Joel Aldred, Art Baker make good solid salesmen, with such guests as Eddie Albert efficiently used in the spokesman role. Albert's recent "First in the Values that Last" commercial was a gem.

Chevrolet

In Detroit a few weeks ago, we asked Ken Jones, Campbell-Ewald's tv creative director, more about the manpower setup on commercials. One clue to success is well worth underlining here:

The agency is now insisting on top manpower on the creative team *outside* the shop. Hank "Peter Gunn" Mancini, Nelson Riddle and Frank Duval are among the music contributors. A special creative team at Warners was invited to develop a visual concept for a commercial. Charles Barton, the director of Disney's "Shaggy Dog," is one of the special directors now being used on commercials.

Chevy has long used "outside talent" in the development of print advertising. We think it's a smart move—and long overdue—in the tv end of the creative business.

Travels to the Hinter, Winterland

From Detroit, our last month's travels took us to Miami, New Orleans, Dallas, St. Louis, San Francisco, Los Angeles, Memphis, Cleveland, New York and Chicago. Busy month. Along the way we saw a lot of interesting commercials and we never fail to be impressed by the enthusiastic work of the many small commercial companies across the country.

In Columbia, Mo., a dedicated soul named Bill Hume is busy in his home basement making commercial cartoons. He does the art, animation and photography, single-handed. This year he has turned out 30 commercials (:10 and :20 lengths) for MFA Insurance Companies, which operate out of Columbia. Now possibly you think these cartoons can't compete with Hollywood's, but MFA thinks so! Like television, just 13 years old, MFA has moved into first place among insurance companies in Missouri with a good share of market in the four other states in which

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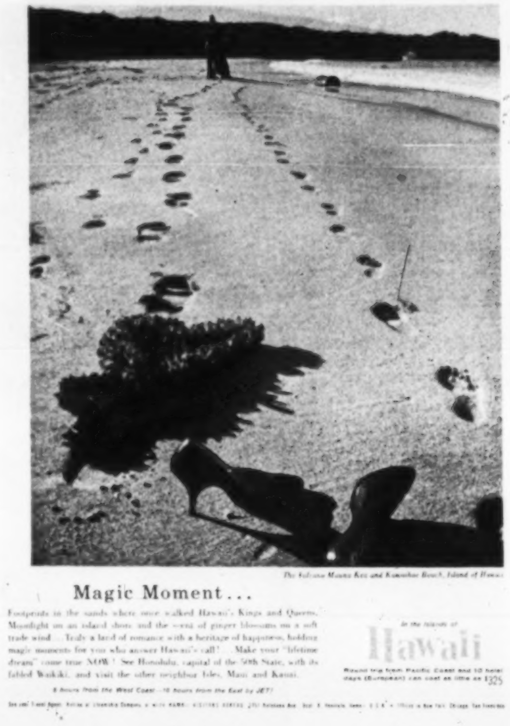
The Creative Man's Corner . . .

Picture of Far Places



Magic Moment . . .

Footprints in the sands where once walked Hawaii's Kings and Queens. Moonlight on an island shore and the scent of ginger blossoms on a soft trade wind . . . Truly a land of romance with a heritage of happiness, holding magic moments for you who answer Hawaii's call! . . . Make your "lifetime dream" come true NOW! See Honolulu, capital of the 50th State, with its fabled Waikiki, and visit the other neighbor Isles, Maui and Kauai.

6 hours from the West Coast—10 hours from the East by JET!

In the islands of

Hawaii

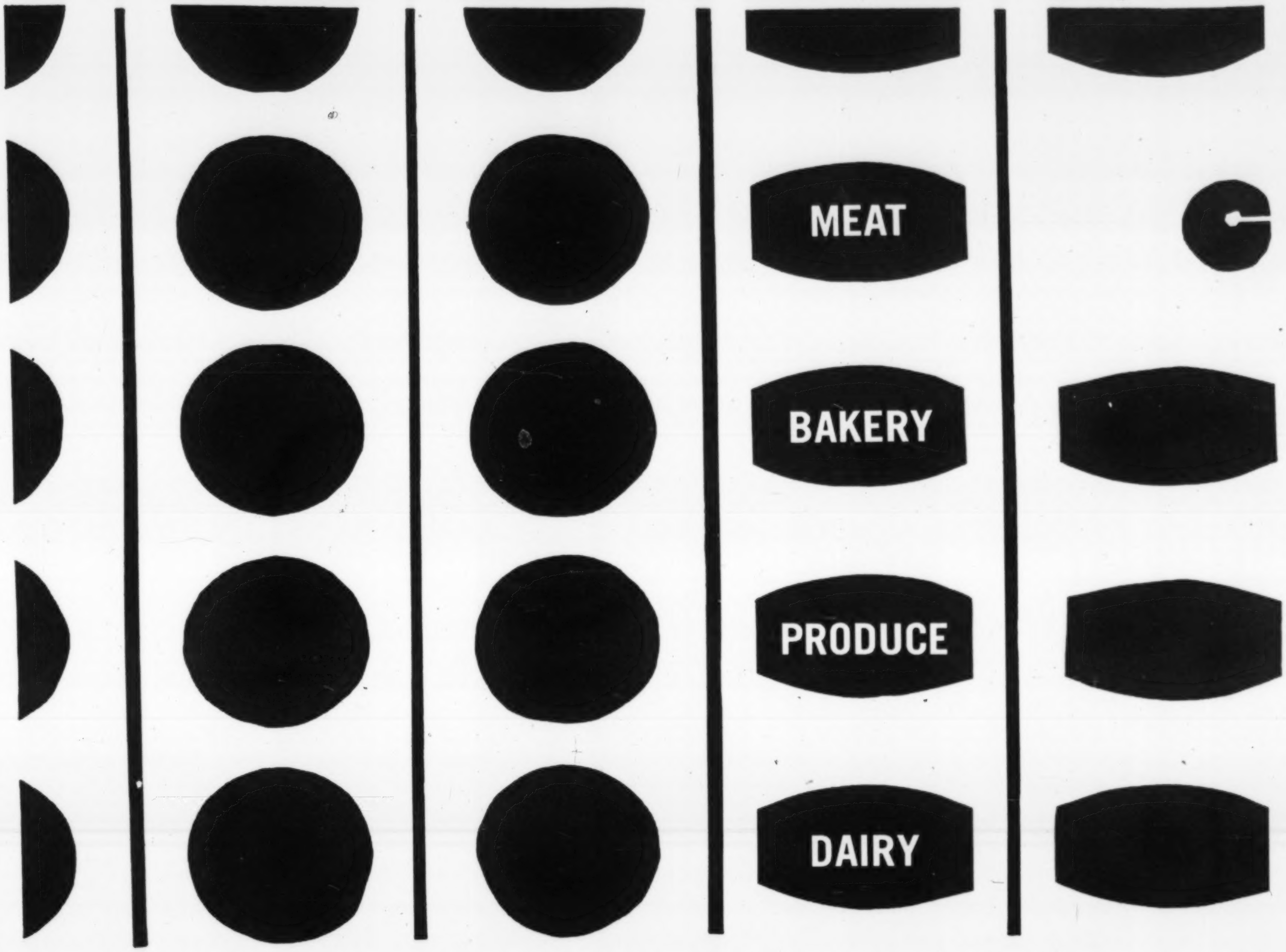
Round trip from Pacific Coast and 10 hotel days (European) can cost as little as $325

Anyone who has been to Hawaii needs only to be reminded of the places he has seen to have evoked in him a tremendous nostalgia to return.

Anyone who *hasn't* been to Hawaii would, we feel, like to be shown the specific reasons why he should go to the islands.

This ad, we feel, fails to do this. It illustrates an incident that could take place at any resort—including Atlantic City, N. J.

So far as we are able to fathom it, people decide to go to far places because of what they assume they can see there—and their curiosity is aroused, not by what they know full well they can accomplish elsewhere, but by what they conclude they can experience only at the place advertised. And the advertising, to be successful, must convey this to them. How slippers on the beach and a discarded lei can do this, we question very much. #

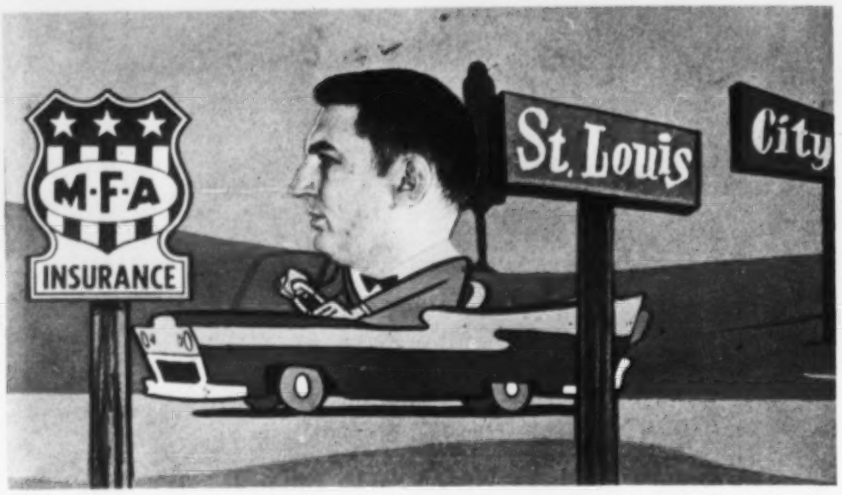


supermarketing

Every week in 33,000 food stores, including every major chain, shoppers pay 15¢ each for over 3,000,000 copies of TV GUIDE at the checkout counters. That's supermarketing for you! Advertising in this magazine could work hard for you, as it is already doing for General Mills, General Foods, National Biscuit Co., Standard Brands, Lever Brothers, and other leading food advertisers.

Circulation guarantee now 7,250,000

TV GUIDE



MFA

Prudential

they operate. They use 23 tv stations for the station-break spots.

And, oh yes, Bill in his one-man cartoon factory also has managed to turn out a 10-minute color subject, "Safety Counsel" for MFA. This, he explains, was just in his spare time!

Regal Beer

Beer, Here and There

We saw a lot of beer commercials along the way. Regal Pale in San Francisco has kids dancing around big cans on the beach. Regal of New Orleans does it with a jingle, "Never Hurry Is the Mood." And good ol' Frothingslosh Pale Stale Ale in mid-Pennsylvania keeps 'em chuckling with its foam-on-the-bottom routine.

Nothing is very new or novel among the brewery boys except I did like one trick-shot Regal of New Orleans features. A special camera track was built to take it from the horizontal to the vertical down angle as the beer is being poured. Quite effective!

Jamieson Film Co., Dallas, produced for Walker Saussy Advertising Inc., New Orleans. Peter Mayer was the agency producer and the Jamieson sons, Hugh Jr. and Bruce, thought up the camera rig.

Carling Black Label

Good Ol' Charlie Weaver

In Cleveland, another beer commercial was good for a happy, homey minute's time—not because of anything new or novel, but because of the good ol' reliable: Charlie Weaver.

Cliff Arquette has been doing commercials for years, but now with his new boom on the Jack Paar show he's a real firecracker. This time, for Carling's Black Label, he does a variant on his telephone routine. We like it. We think it's good for Carling's. And we know it's fun for the viewers.

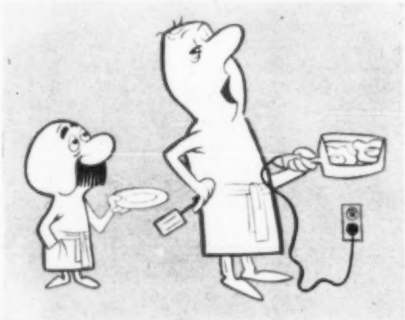
Lang, Fisher & Stashower is the agency. Production was done up in Buffalo by Holland-Wegman Studios.

Pillsbury Goes Visual Squeezing

Pillsbury Cake Mixes are adorning "Dobie Gillis" with a new variety of "visual squeeze" commercials. Long popular in New York, this is one of the first successful executions of the technique in Hollywood. Ray Patin produced. Leo Burnett is the agency.

And the icing on the cake for Pillsbury continues to be one of the best musical themes ever devised for a food product: "Nothin' Says Lovin' . . . Like Something from the Oven . . . And Pillsbury Says It Best . . ."

Pillsbury



Northern States Power

New, Electric Approach

Having sat through a reel of public utility commercials just recently we began to feel that the Reddy Kilowatts were slowly but surely burning out their fuses. Then we got to see the new :20s just turned out for Northern States Power.

Selling the idea that "electricity's penny cheap" this series uses humor adroitly, pointedly. Homer and Roy are the two characters and toasters, alarm clocks, electric skillets and the like are their props, from commercial to commercial.

Campbell-Mithun is the agency. Quartet, Hollywood, produced. And for my dough this may be Hollywood's answer to Bert & Harry Piel . . .

Good Day at Big Rock

Someone had to satirize the westerns in commercials. Phillies' Cheroots took a crack at using cigars for pistols (no, they didn't explode!) and there have been other gallopin' experiments.

But the best I've seen is Prudential's "Marshal." He's a two-gun man, of course (fights "Sickness" and "Accident") and what could have been a slobbering, silly mess turns out to be a pretty shrewd point-maker.

Payoff on the commercial is when the marshal turns from the showdown encounter to walk down the western street. There, at the end, is a whopping big Prudential "Rock of Gibraltar" carefully matted into the scene. Lee LeBlanc at M-G-M is the matte master, with Dave Monahan getting credit on the direction of the commercial.

Reach, McClinton is Prudential's agency, with Werner Michele as the writer and Jim Graham agency producer. It's a fine job—continuing the high level of Prudential's tv advertising. #

On the Merchandising Front . . .

New Inventory-Taking Techniques Will Affect Marketing

By E. B. Weiss

While service organizations that will take a retailer's inventory are not a completely new development, they have expanded rapidly over the last few years. And, as these inventory services increase in number and in the scope of their activities, and as their technical equipment and their techniques improve, retail inventory-taking procedures will be radically altered.

E. B. Weiss

Now it is fundamental that a good deal of manufacturers' merchandising is inextricably tied up with retail inventory practices and procedures. Many merchandising plans of manufacturers bog down in a morass of retail inventory inefficiencies. As an example, retail out-of-stock conditions are a thorn in the side of so many supplier merchandising executives and out-of-stock usually traces back to poor inventory practices.

Consequently, if store procedures for taking inventory are to be considerably improved by the new inventory-taking services—and this is very much in the cards—then merchandising men will want to keep posted on this development.

■ Currently, chains in several fields, particularly food, that are not particularly small chains (one food chain with over 70 stores was inventoried in one weekend by an inventory service organization) are turning to this inventory-taking technique.

It is a fascinating procedure. The service organization sends in a crew of men equipped with tape recorders, battery-powered computors, tally forms, station wagons to rush them from store to store. The inventory is taken when the store is not open for business. Depending on the size of the store and the size of the crew, inventory is taken in from one hour to three hours. Complete reports are handed in within one to four days, depending on the size of the chain.

■ It is entirely probable that these service organizations will, as they grow, add the newest electronic data-processing equipment. Thus, they will be able to put at the service of smaller chains equipment equal to that used by the giant chains. (They will also rent this equipment and, in some instances, they will work in co-

THE WASHINGTON STAR,

one of the Nation's ranking newspapers,
is pleased to associate itself with four
other leading metropolitan newspapers in

MILLION MARKET NEWSPAPERS, INC.

The Washington Star

**—an improved
service to
National Advertisers
and
Advertising Agencies**

In response to the demands of national advertisers and their agencies for broader service, more pertinent marketing information and more definitive research, The Washington Star, with four other distinguished newspapers, has organized Million Market Newspapers, Inc., a new concept in national newspaper representation. The other newspapers are The Boston Globe, The Milwaukee Journal, The Philadelphia Bulletin and The St. Louis Post-Dispatch.

Until now, these newspapers have either had their own representative organizations or have used outstanding independent newspaper representatives. Both have worked effectively for advertiser and newspaper alike.

As of January 1, 1960, the combined resources of these newspapers in Million Market Newspapers, Inc., will provide the most comprehensive marketing information, finer research, and better service for the national advertisers and their agencies.

The Washington Star and Million Market Newspapers, Inc., look forward to serving the needs of America's Advertisers.

THE WASHINGTON STAR WASHINGTON, D. C.

OFFICES OF MILLION MARKET NEWSPAPERS, INC.:

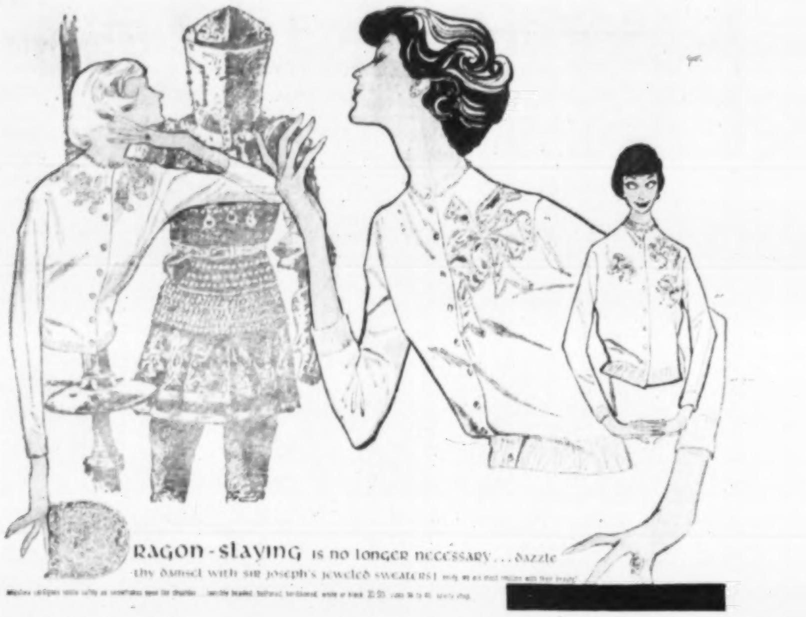
New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit • Los Angeles • San Francisco

operation with big banks which are planning on making their equipment available on a rental basis.)

An interesting sidelight: large wholesalers may also work with these inventory service organizations, both for wholesale inventory-taking and to offer this service to the wholesaler's retail accounts. This could be particularly true of voluntary and cooperative groups operating through wholesalers.

■ In brief, the remarkable new electronic data-processing equipment (and all of the accompanying electronic equipment that adds up to instantaneous collection, recording, tabulating and analysis of data) is soon to be made available to those retailers with whom manufacturers do the lion's share of their total volume. This promises to alleviate the inventory problems of the retailer and that, in turn, promises to alleviate the merchandising problems of the supplier which trace back to retail and wholesale inventory breakdowns. #

Learning from the Retail Ads . . .



RAGON - SLAYING is no longer necessary . . . dazzle thy damsel with sir joseph's jeweled sweaters!

[redacted]

The 'Concealed Purpose' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

The really effective ad is extremely successful—always—at reaching out from the printed page and selecting out of the general audience of the newspaper (or magazine) the precisely right and logical prospects for the offer.

Every year, at times when men might be expected to be in the market for gifts for their wives or friends, a great many women's stores make a stab at reaching the wary male and inducing him to patronize their own particular selected departments that have popular gift items.

And every year I can clip a handful of such ads showing that the blithe and lovely creatures who create ads never stop to think that most men are not habitual readers of feminine copy.

■ If they did stop to think of the male audience they want to reach, they would surely do something startlingly different from the mine-run feminine ads that they know women will glance at day in, day out.

But no.

Here is a typical ad addressed to men by a fine women's store. The assumption is, I suppose, that a few weeks before every holiday even men who don't read women's ads begin to peruse them carefully.

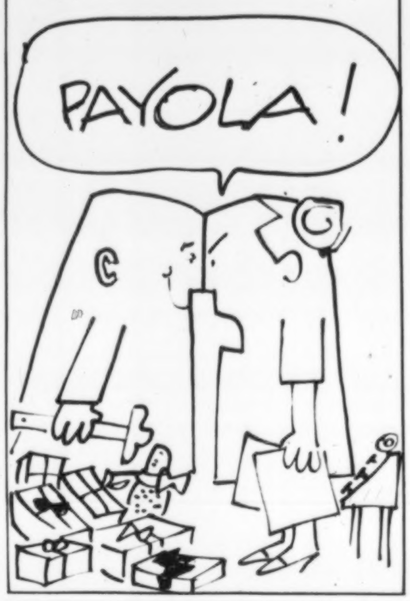
What a wonderful opportunity for the apparel store that will DIRECT to men with rifle-like aim, its ads men are supposed to read.

■ If you cannot read this copy, which gives away the fact they are trying to talk to men, it reads: "Dragon slaying is no longer necessary . . . dazzle thy damsel with. . . . " etc.

All good selling—remember?—is serving.

If the women who want sweaters for presents are to be served, the men who are expected to buy them had better be served by ads like this unmistakably. #

ART & COPY



What They Were Saying 25 Years Ago . . .

Representative Celler, testifying before the Federal Communications Committee (AA, Dec. 15, 1934):

"Newspapers should not own and operate radio stations, and I would be for legislation which would absolutely separate them. I do not believe that a newspaper's function is to control radio. It would be a dangerous thing in this land if newspapers could reach out for mastery not only into the news columns but into the dissemination of news and whatever else goes over the radio."

B. Howard Smith of General Baking Co., addressing the Kansas City Advertising Club (AA, Dec. 15, 1934):

"We can pour thousands of new and tempting recipes into the housewife's ear. And because we know that variety of breads causes greater total bread consumption, we can publicize our variety breads.

"Once the industry can locate the proper appeals—then we must peg away. For human nature's most active function seems to be the 'forgetter'."

Alvan Macauley, president of Packard Motor Car Co., in a statement on new models to be introduced (AA, Aug. 25, 1934):

"An analysis of sales tendencies over the last several years shows a steady increase in the proportion of automobile sales of low-priced cars. It has been our experience for more than 30 years that with a return to more prosperous conditions, this tendency will be checked, since there is no indication that people financially able to buy the best in motor cars, or any other product, have permanently lost their desire to do so."

The Federal Trade Commission in its annual report (AA, Dec. 29, 1934):

"It is apparent that a number of the authors of questionable advertising matter, having been dissuaded from continuing their appeals to the reading public, have gone to the radio, and it is in that field that the commission began a careful survey preliminary to working out a plan for checking and ultimately preventing fraudulent and unfair advertising."

Headlines in Advertising Age (AA, Dec. 29, 1934):

"Bleed Borders Make Comeback in '34"
"Radio Reports Biggest Year"
"Tax Assessors Look Longingly at Advertising"

Salesense in Advertising . . .

Now Is the Time

By James D. Woolf
Creative Consultant

The Nov. 30 issue of *Life* reports a big cheat in meat. "American housewives," it says, "disillusioned by the tv scandals, dismayed by the disk jockeys' payola and distraught over the cranberry crisis, last week were utterly outraged by a familiar figure: the neighborhood butcher." It seems they have been weighing their thumbs.

James D. Woolf

I think it not improbable that public confidence in business men and their morals has dipped to a new low in recent times.

This unhappy situation, it appears to me, presents both a challenge to and an opportunity for not broadcasting alone but to and for advertising in all media.

■ Now if ever is the time for advertising to clean itself above the slightest taint of suspicion.

Most advertising, I suppose, is basically honest in the sense that it breaks no laws. But most advertising is guilty, in some degree, of over-selling. Or, if you prefer, call it exaggeration.

In my files, a recent collection, are 56 magazine and newspaper ads which shriek that their products are "amazing." To amaze, says Webster, "is to overwhelm with bewildered wonder; astonish; surprise greatly." One would have to be a simpleton to believe that any of these 56 products is even slightly amazing. Also in my files are some 40 ads which declare their products to be "miracles." According to Webster, not one of these products qualifies for this exalted status.

■ *What's principally wrong with advertising today, more than ever before, is its want of moderation, its lack of restraint.*

Immoderation is not good for advertising. And as every salesman knows, it's not good for salesmanship. The public is in a suspicious mood, and rightly so. Now is the time for advertising to censure itself voluntarily and earn the respect and admiration of the American people.

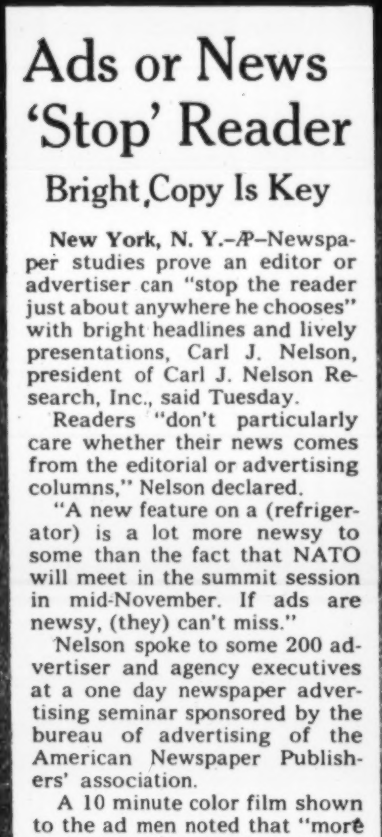
The job is up to everybody—advertisers, agencies, media. #

BIZ QUIZ

Answers to the questions on Page 68.

1. **(B)** Although GM usually shows up first in tabulations, its $34 million for national linage was surpassed last year by Sears' $48 million for local linage.
2. **(C)** Although there are 800 fewer weeklies than ten years ago, their circulation has increased by 5 million.
3. **(C)** Last year 124 new stations started broadcasting and only 2 gave up the ghost. The total has risen to 3,100.
4. **(A)** In 1958 $951 million of time sales went as follows: Network 424.5, Spot 345.2, Local 181.3. (But spot volume may be in first place when 1959 figures are totaled.)
5. **(B)** There are about 500,000 color-equipped homes and 50,000,000 with b&w tv.
6. **(B)** Built for a station in Portland, Maine, a 1,619-foot tower is 154 feet higher than the Empire State Building's mast.
7. **(B)** According to ABP, a survey gave these readership indices: second cover 195, third cover 170, fourth cover 247.
8. **(C)** Usually means one card in each car or bus.
9. **(C)** Paterson and Tinker at the University of Minnesota conducted experiments that indicate caps-and-lower-case are 18.9% easier to read than all caps. They feel this applies to advertisements as well as editorial matter.
10. **(B)** Advertisers, advertising agencies and media constitute the Council "which marshals the forces of advertising to secure public understanding and action on important national problems."
11. **(C)** And the 500 largest probably account for two-thirds of American industry.
12. **(C)** According to Lewis Gruber of Lorillard, "the incredible total is 117." However, he predicts that the day of domination by 5 or 6 brands will return.
13. **(B)** They are three of the most-used type faces.
14. **(A)** On an insertion order T.F. means "Till Forbid" or run until further notice.
15. **(B)** To compound the general confusion, Corvair's engine is "in the rear where it belongs in a compact car" . . . Valiant's is "up front for balance and control" . . . Falcon's is "up front for greater safety and stability."
16. **(A)** Federal Reserve Bank reports that cash is still in demand, the total in circulation being about $32 billion.
17. **(A)** France is seething over attempts of one merchant to lower food costs by approaching the American figure of 7%.
18. **(A)** English wins with 265,000,000. In millions, the others are 200 for Russian and 150 for Spanish. However, the really big figures are 475 for Chinese and 415 for Indian.
19. **(A)** Allen W. Dulles estimates our growth for the last 6 or 7 years at 3% annually. He states that the Soviet figure is 8% or 9%.
20. **(B)** If this one fooled you, you haven't been doing your home work.

"If ads are newsy, they can't miss—in the newspaper"



Ads or News 'Stop' Reader

Bright Copy Is Key

New York, N. Y.–AP–Newspaper studies prove an editor or advertiser can "stop the reader just about anywhere he chooses" with bright headlines and lively presentations, Carl J. Nelson, president of Carl J. Nelson Research, Inc., said Tuesday.

Readers "don't particularly care whether their news comes from the editorial or advertising columns," Nelson declared.

"A new feature on a (refrigerator) is a lot more newsy to some than the fact that NATO will meet in the summit session in mid-November. If ads are newsy, (they) can't miss."

Nelson spoke to some 200 advertiser and agency executives at a one day newspaper advertising seminar sponsored by the bureau of advertising of the American Newspaper Publishers' association.

A 10 minute color film shown to the ad men noted that "more newspapers are sold each day than packs of cigarets, loaves of bread or bottles of milk.

"Newspaper Always Selling"

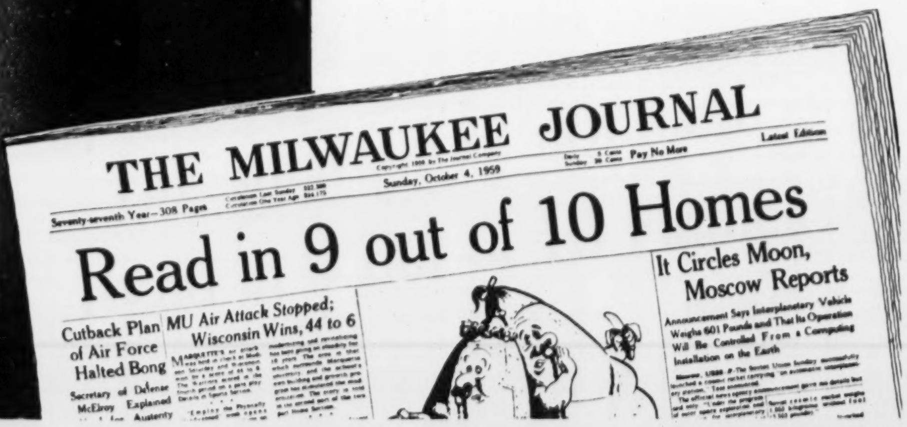
"Like any good salesman," the film's narrator said, "the newspaper is always selling. Each reader picks his own time, his own place, his own convenience. And everyone sees the ads. Women say they're the most important thing in the paper."

E. L. Deckinger, vice-president of Grey Advertising Agency, told the meeting that advertising cliches keep many advertisers from capitalizing fully on newspapers.

"All of us have heard that to develop a high quality image, we need the rich four color reproduction of magazines or a high budgeted television spectacular," Deckinger said.

"We all know that, don't we? That is, all of us except a few advertisers like Cadillac. They have been putting three-fourths of their dollars into newspapers for years. And which of you wouldn't trade the image of your product . . . for Cadillac's?"

Only the newspaper is tailormade for product news. And only in the newspaper can you tell a jolting "get-it-now" product story to so many people *looking* for product news. Or tell them for so little money! In The Milwaukee Journal, for instance, a big, attention-compelling full page is only $1,800 for 380,000 circulation, only $2,040 for 505,000 on Sunday. Your product *makes* news in the big city newspapers, reaching millions of attentive readers!


THE MILWAUKEE JOURNAL
Latest Edition
Pay No More
Sunday, October 4, 1959
Seventy-seventh Year—308 Pages
Read in 9 out of 10 Homes
It Circles Moon, Moscow Reports
Announcement Says Interplanetary Vehicle Weighs 601 Pounds and That Its Operation Will Be Controlled From a Computing Installation on the Earth
Cutback Plan of Air Force Halted Bong
Secretary of Defense McElroy Explained
MU Air Attack Stopped; Wisconsin Wins, 44 to 6

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Motivationists Find Fault with Evans' Critique of Ford-Chevy Brand Images

To the Editor: Since you gave so much prominence to an article describing an experiment by a young professor at the University of Chicago (Franklin B. Evans' article on Ford-Chevrolet owners [AA, Nov. 30]), in which he thought he could find no differences between the Ford and Chevrolet owners in Park Forest, and since you draw such far-reaching conclusions, conceivably the concept of the brand image is challenged by this experiment. I think I should go on record with our viewpoint and appraisal of the article, since much of this started from the study we sponsored through Social Research Inc. about new car images.

There may or may not be differences between these car owners, but it certainly seems odd to me how anyone can draw such positive conclusions on the nonexistence of brand images from such a shoddy experiment. It is an old device of fledgling professors to become famous by attacking well established ideas, but in this case it is hard to see how any professional researcher could take this work seriously.

1. First of all, in the technical appendix Mr. Evans admits that 30.8% of his interviewers cheated. By the time he discards their reports and those which were mixed up about address, the completion rate of his data is drawn from 55% of his original sample. This is nothing better than chance.

2. The field work for our study was done in 1953 and I think the personalities of these cars have changed materially since then. In the past several years Chevrolet has done much to change the way the Chevy (no longer Chevrolet) is perceived through advertising. We suggest that the Chevrolet car of today may not have as great an appeal to the conservative, cautious, thrifty, prestige-conscious person who seeks to avoid extremes as it did at the time that our data was gathered, and that it is probably more like the Ford than it was at that time. We believe these criteria which were used then are invalid today.

3. The study we originally sponsored only attempted to describe the brand images. It did not attempt to describe the personalities of the people who buy these cars. He uses one personality test, the Edwards Scale, although there is tremendous dispute among psychologists as to whether there is any one scale which is authoritative enough to be used by itself. Because he cannot isolate the personalities of the buyers does not mean that the brand images do not exist.

4. Actually, there is considerable material in his findings which bears out much of the direction of the original Social Research study. We have gone over his data, and we don't think his approach was right at all. When we approach the data in another way, from the standpoint of the owners of the cars, we do find significant relationships and significant differences. I think any professional researcher would state this was a badly controlled experiment.

5. One of his premises was to take Park Forest as representing a highly homogeneous group of people. In other words, he started out with the same demographic characteristics of the owners. In his conclusion, he says there are no demographic differences between Ford and Chevrolet owners. Naturally there are not. He deliberately set out to find a homogeneous group of owners.

6. It never seems to have occurred to this young man that there are differences between the new-car buyers and the used-car buyers. He throws them all in together. We have just completed a used car study which shows that the used-car buyer makes little distinction between makes of automobile. The sample of people who have bought their Chevrolet or Ford new would be the proper approach for discovering what images they hold.

One of his conclusions is that unless it can be shown that Park Forest is atypical, then this study will be applicable on a broad basis. We have done innumerable studies of suburbs and communities in Metropolitan Chicago, and Park Forest certainly is "atypical". People who live in Park Forest are just about as different as one could imagine from those living in the older suburbs of Evanston and Oak Park, in the upper income suburbs or in the lower income suburbs. We would think if someone was looking for a typical area, Park Forest is just about the worst choice which could have been made in terms of the universe.

On the subject of sampling, due lto errors in listing, interviewing, cheating, refusals and not-at-homes, it is no wonder that no mention is made of sampling statistics. It is curious what purpose assignment of random numbers served.

As in the case with much academic research, this study gets so involved with methodology that it loses sight of logic. Car manufacturers are not interested in discriminating between the owners of one car and another on an individual basis. At the present stage of marketing, if research can provide any information which will aid the manufacturer in better communicating to the consumer, even if it is significant at only the ten per cent level, it will be useful. To minimize findings which are predictable 90 times out of 100 is setting up unnecessarily high requirements.

In any research experiment, one starts with a hypothesis and tries to devise certain techniques which either will or will not substantiate the hypothesis. Just because the techniques are faulty does not mean the concept is wrong. You recall the discovery of "606" which was so named because 606 experiments were required to prove the hypothesis.

One can overlook with pity the vituperative rantings of such a frustrated, bitter figure as S. I. Hayakawa on the demise of the Edsel. But it is hard to understand how so shoddy and so fragmentary a piece of work as this Evans' experiment could substantiate such far-reaching conclusions as you seem to draw about the validity of the brand-image concept. Under the aegis of the University of Chicago school of business it can only be regarded as irresponsible. Publications of this sort serve only to mislead the public and discredit *good* research.

Pierre D. Martineau,
Director of Research & Marketing, *Chicago Tribune*.

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To the Editor: With regard to the article entitled "Ford-Chevy Study Casts Doubts on Ability to Predict What Kind of People Will Buy Which Brand" by Franklin B. Evans in the Nov. 30 issue of AD AGE, may I suggest that a more suitable title would be "Researcher Proves That Moon Is Not Made of Green Cheese"? I suggest this because the study uses the jargon and techniques of a prediction study only for the purpose of *proving* that some rather *naive assumptions* were incorrect. In short, Mr. Evans' study set out to prove that certain literally formulated and evidently irrelevant predictors could not, in fact, differentiate between Ford and Chevy buyers with any great success—and succeeded.

Looked at in this more objective sense it is easy to understand why Mr. Evans' study came to the sterile and rather absurd conclusion that car brand selections are a matter of "chance" or purely idiosyncratic behavior. Had Mr. Evans' study set out to discover WHY the people who bought Fords bought Fords and WHY the people who bought Chevys bought Chevys *and then* developed *relevant and meaningful predictors* to test, Ford and Chevy would probably not be left out in left field with purely negative and largely meaningless conclusions—and Mr. Evans' study could truly have been called a *prediction study*. As it was, all that Mr. Evans' study did was to set up a straw man and then demolish it with a certain pseudo-scientific thoroughness which leaves him, his clients and us poor readers nowhere.

On the bright side, however, it probably gave some deserving graduate school students needed income and some experience in how *not* to conduct a prediction study.

John Kishler,
Communications and Marketing Consultant, New York.

• • •

'New Yorker' Circulates Woolf

To the Editor: We were so impressed with James Woolf's article in the Oct. 26 issue of ADVERTISING AGE entitled "Overstatement Makes Your Advertising Suspect" that we have had it reprinted for distribution to every member of *The New Yorker's* sales staff.

Life would be so much simpler if you could only persuade advertisers to share Mr. Woolf's viewpoint.

I wonder if you ever saw our, we believe, good-humored attempt to get advertisers to stop over-use of superlatives? I am attaching a copy.

A. J. Russell Jr.,
Advertising Director, *The New Yorker*, New York.

• • •

Recalls 'Tabs-O-Dent' Project

To the Editor: If "Foamettes" weren't the first tablet dentifrice, neither were "Tooth-Tabs" in 1953, as claimed by reader Art Williams of H. George Block Inc. in the Nov. 2 ADVERTISING AGE.

TOPS

in

QUALITY of CIRCULATION

Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!

VITALITY and GROWTH

10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.

WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.

Make your basic trade choice

HARDWARE RETAILER

SCOOP! *Davenport-Bettendorf, Iowa*

corporate area now UP!

OVER 105,000 BUYERS!

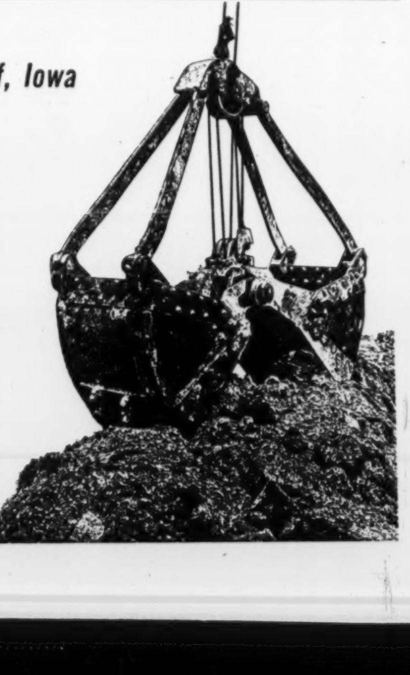
Since 1950, Davenport population has risen from 74,549 to 91,902 . . . Bettendorf and environs from 5,132 to 13,147. You can reach these 105,049 buyers only with DAVENPORT NEWSPAPERS . . . the **only** papers with 100% circulation in Davenport and Scott County, Iowa, plus a big chunk of Rock Island County, Illinois.

MORNING
EVENING
SUNDAY

DAVENPORT NEWSPAPERS

CIRCULATING DAVENPORT AND BETTENDORF, IOWA; ROCK ISLAND, MOLINE, AND EAST MOLINE, ILL.

Represented by Jann & Kelley



The first affectionate contact with a tablet dentifrice was experienced by the students in Prof. Russell's advertising classes at the University of Illinois in 1934-35. His project for students that year was to develop a complete advertising and promotion campaign for "Tabs-O-Dent," a tablet dentifrice.

Some of the ideas developed for this product, even though it was somewhat fictional in character, looked pretty good at the time. As a member of those classes, the current references to tablet dentifrices bring forth nostalgic memories.

The Block firm's client, Lowe Drug Co. of Blue Springs, Mo., may have first honors for a commercial product, but they weren't *the* first!

Ray Bates,
Editor, *Hatchery & Feed*, Mount Morris, Ill.

• • •

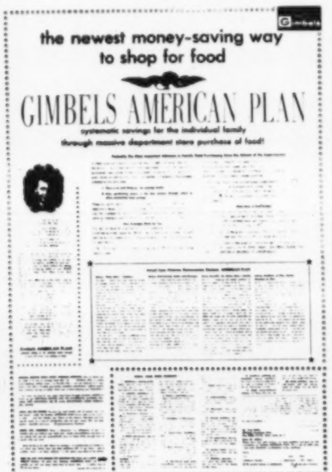
Objects to Gimbel's Food Plan

To the Editor: With all the talk about rigged tv . . . disc jockey payola . . . weights and measures . . . and what have you, here's one right smack where it hurts . . .

Nobody, but nobody but Gimbels . . . and nobody, but nobody but the *New York Times* would dare make such statements . . .

- An imaginary endorsement American Plan
- An imaginary money-saving new food shopping way
- A solid, full page, of . . . double-talk
- A family's food needs, supposedly starting at the low price of $12.00 a week. For what? A family of one, two, three, four, five, six, seven eight?????
- And they throw in a freezer too? And they say it includes your choice of a freezer! What, at the $12.00 price? Free? That's never clarified.

I defy anyone to analyze this attached ad, and tell me where it states what you will spend for food . . . how it saves you money over legitimate food store shopping . . . how Gimbels or anyone can guarantee the cost of your food . . . and how they save you *so much* money, they can even afford to give you a freezer free . . . and deliver free too! And with all this, even help your diet. Still with a freezer free! . . .



the newest money-saving way to shop for food

GIMBELS AMERICAN PLAN

systematic savings for the individual family through massive department store purchase of food!

Zal Venet,
President, Venet Advertising Agency, Irvington, N. J.

• • •

Steatopygic Buttstocks, Yet

To the Editor: I would like to join the ranks of the non-existent by tendering a tidbit of sympathy and immoral support to the gallant and satirical copywriter who has been suffering the untold agonies of critical devastation in your most honorable publication. I refer, of course, to the penner (no relation to Joe) of the irreproachable, insuperable, immortal "Big Can" ads for Barbasol.

You must admit it *is* an eye-catcher for those readers to whom it is directed—readers of such magazines as Crud, Mud, Dud, and Stud—readers who stech at the spectacle of Brobdingnagian bazooms and steatopygic buttstocks. And remember, we unappreciated, denigrated copywriters must compose our prose to fit the media and the audience.

Obviously, the Barbasol copy is built around a very solid foundation, and fulfils its task perfectly.

Earle M. Levine,
Copywriter, NEGEA Service Corp., Cambridge, Mass.

•

To the Editor: I suggest to Mr. Taylor [Voice, AA, Nov. 2], who is unsure how to explain the meaning of Barbasol ads to his eight-year-old, that he tell the kid, "This lady's can of shave cream is bigger than other brands of shave cream."

It's harder to explain the implications of many perfume ads, or of movie ads that show ladies with torn clothing, or of competing ads with conflicting claims, or of ads which equate masculinity with choice of cigaret brand.

But Mr. Taylor should have little trouble with these explanations, considering that he's the father of so brilliant a little girl. Isn't it amazing for an eight-year-old to recognize, looking at the photo of a woman beside a *huge* shave cream can, that something is amiss in the copy, "What other can can compare with my big can?"

Mr. Taylor's suggestion that we censor Barbasol ads is a great idea. If we knock off Barbasol now, we can soon cut out all advertising that is distasteful to anybody. (Let's cut out all ads with women in them.) Then we can start a Quality Evaluation Division to be sure no one says "taste-tempting" if the taste isn't.

Let's start censoring right away!

S. Charles Roth,
Associate Editor, *Precis*, New York.

• • •

Ad Imitators Disgust Him

To the Editor: I hope others are protesting the shabby business of imitating the wonderful Irish whisky campaign, but so far, haven't seen it condemned in AD AGE.

Their inimitable approach began with whimsy, ended with "send for membership card" etc.

Now, there's heavy-handed whimsy and "send for membership card" by how many?

Lejon vermouth: With coupons etc., "send for card."

Plymouth gin: Send for yours, because "knowing men proudly show their membership cards."

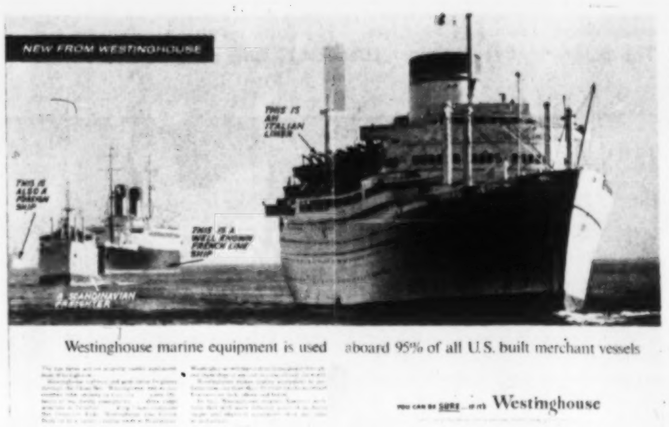
Maker's Name bourbon: "No whisky salesman will call"—whimsy.

MOST blatant and tasteless: "Join the League of Honest Coffee Lovers. Send for kit."

A loud vote of disgust for the imitations—even when some of the imitating is intra-agency—Paul Masson, for example.

God bless Rose's lime juice, Fleischmann's, Rums of Puerto Rico, Cutty Sark and others for at least trying to be original—and succeeding.

Lester L. Noyes,
Denver.



Westinghouse marine equipment is used aboard 95% of all U.S. built merchant vessels

Westinghouse

Not a U. S. Ship in Sight

To the Editor: I am wondering about the laxity of research in advertising on the part of art directors and copywriters—

The headline of the enclosed Westinghouse ad says:

> "Westinghouse marine equipment is used aboard 95% of all U.S. built merchant vessels"

The ships pictured above, the headline may have *some* Westinghouse equipment—but there is not a *U.S. built ship in the photo!*

Frank J. Tewfell,
Villa Park, Ill.

Danes Seek Mortimer Reprint

To the Editor: We are anxious readers of your paper and would appreciate to receive 400 reprints of Mr. Charles G. Mortimer's explanation of advertising, of Aug. 10, 1959.

Please forward invoice, and thanking you in anticipation.

E. Helbech Hansen,
Balling Reklame-Bureau A/S, Copenhagen, Denmark.

Santas Are Deceiving Millions of Kids, Reader Smith Warns

To the Editor: Attention: Honorable committee on oversight: The Santa Clauses at Macy's and a thousand other stores all are phonies. Get busy. Millions of kids are being deceived for commercial gain.

MacCabe Smith,
D. P. Brother & Co., Detroit.

sales presentations

murryhill
3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.

HOW LONG SINCE YOU'VE REVIEWED YOUR ENGRAVING PURCHASING PRACTICES!

Certainly you might profit. We at Superior feel a review can be not only worthwhile but quick. ■ You may have quality to gain. Not that this discredits any engraving house. Each house has access to the same hardware and presumably skill. Yet each house produces at its own average quality level. We compliment ourselves that our level ranks gratifyingly high. Only comparison will support this, and we offer comparisons—some that will surprise you. ■ And there's service. We rest our claim to exceptional service on the fact that besides our full day shop, we operate a 45-man night shop, the largest in town. This acts as a reserve force to handle your rush orders as comfortably as regular orders. Overnight miracles are everyday events at Superior, and quality keeps constant. ■ Your organization may have much to gain from a brief check on your engraving dollar. Soon, why not set aside time for a helpful visit from Superior.

SUPERIOR ENGRAVING CO. *215 West Superior Street, Chicago 10, Illinois* **CALL NIGHT OR DAY**
Chicago's Foremost Photoengraving and Offset Platemaking Plant

This advertisement is being run as a contribution to the Advertising Council and the welfare of advertising in a number of business papers and the following consumer magazines: Atlantic (Jan.), Business Week (Jan. 4), Cosmopolitan (Jan.), Life (Jan. 11), Look (Jan. 5), Nation's Business (Jan.), Newsweek (Jan. 4), The New Yorker (During Jan.), Reader's Digest (Feb.), The Saturday Evening Post (Dec. 26), Time Magazine (Dec. 28).

The space for this message is donated by this publication in cooperation with The Advertising Council.

She was not alone

Sudden illness, especially mental, often disrupts a family. With the Vasquezes it brought them closer together.

If you had wanted to get in touch with Eva Vasquez three years ago, you would have had to travel some two hundred miles from her home on the outskirts of Bakersfield, California, to Modesto State Hospital for the mentally ill.

She was hospitalized there because she was tired of living and tried dying. Withdrawal, they called it, from reality.

The communists could have made quite a thing out of her story if they had known it.

Clean, neat, but cramped, the Vasquez home is located in a mixed Mexican-Negro community near Bakersfield, California.

What about "all men are created equal"? they might have asked. What about "inalienable rights"?

Here she was: Eva. Born a Mexican, another victim of pride, prejudice and poverty. Knowing no love in her own home she escaped into marriage at sixteen.

Now at twenty-nine she was the wife of Juan Vasquez, mother of seven children and pregnant again.

Because of recurring bouts of illness, finally diagnosed at Kern General as malnutrition, Juan was only intermittently employed. Came cotton time, the whole family took to the fields —usually earning a total of $7.50 a day.

Worry over her neglected children and Juan led to Eva's breakdown. The feeling that she, alone, was faced with these problems only exaggerated her anxiety.

It turned out she was not alone. And that's where the Russian script ends and the American story begins.

During Mrs. Vasquez's hospitalization the family received relief and the children were provided milk by a local school nurse. Juan was encouraged to study English in night school in hopes of finding a better job. To practice English he read comic books and watched TV in the two-room cabin he shared with the children.

One day, and then again, he saw a TV message sponsored by The Advertising Council, urging people to send for a booklet entitled "How to Deal With Your Tensions," published by The National Association for Mental Health. Free.

He sent away for it and spent the next two months laboriously translating it with the aid of his comic books and a Spanish-American dictionary.

Among other things he learned that Eva was not alone in her affliction. One in ten Americans suffers from mental illness. And 80% of those hospitalized, in the words of Dr. William Menninger, "could be out if enough of us cared."

The Advertising Council cared to the point of courageously sponsoring the Mental Health program during 1958 and 1959. Through the combined volunteer services and facilities of American business, advertising agencies, publishers, broadcasting stations, networks, outdoor and transit advertising companies, millions of dollars have been spent bringing that message to millions of people, more than 1,300,000 of whom have written in for the pamphlet.

People like Juan Vasquez, for instance, who cared enough to translate it painstakingly and sensitively, so that his wife would believe and understand and be restored to her family, rehabilitated. That happened on July 7, 1958.

Although Juan translated perfectly, his wife wasn't always sure he was giving her an exact interpretation.

The Mental Health campaign was supported by The Advertising Council because mental illness is "the number one disease of the country." And the Council is committed to making ours a stronger nation. Stronger in human and natural resources.

Through public service campaigns—adding up to 170 million dollars of voluntary support during 1959 alone—our country was bulwarked in many ways.

Through saving lives on the highways. Preventing forest fires. Fighting for better schools. Selling savings bonds, and helping our friends and allies abroad.

Not by standing still, certainly, nor playing it solo.

Rather, by people working together in the common cause of insuring our "health, wealth and happiness."

THE ADVERTISING COUNCIL... ***for public service***

If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet,
25 West 45th Street, New York 36, New York

The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution.

STOP ACCIDENTS
BETTER SCHOOLS
U. S. SAVINGS BONDS
RELIGION IN AMERICAN LIFE
CONFIDENCE IN A GROWING AMERICA
RED CROSS
MENTAL HEALTH
FOREST FIRE PREVENTION
NATO
STAMP OUT PARALYTIC POLIO
AID TO HIGHER EDUCATION
UNITED COMMUNITY CAMPAIGNS
REGISTER, VOTE AND CONTRIBUTE
RELIGIOUS OVERSEAS AID
CRUSADE FOR FREEDOM
UNITED NATIONS

MERRY
CHRISTMAS
and
HAPPY
NEW YEAR
to
ALL
OUR FRIENDS
from
ALL
of US
at
BURGOYNE
•

Pat Lista Bill Draper
Eleanor Hausenstein
Norma Eilers Mary Taylor
Ed. Brent
Ruth Lueckman
Jim Moler
Jay Lemmel Bill Masterson
Dottie Wendling
Byron Lehman, Jr.
Shirley Coffey
Bill Rosebraugh
Doris Hickman Dotty Gauck
Maureen Morton
Jan Stolf
Henry K. Campbell
John Schenz
Melda Briede
Bill Lewis
Anna Larsen
Carolyn Crowe
John Burgoyne

• Burgoyne •
Grocery & Drug Index, Inc.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg. PHILADELPHIA OFFICE 1405 Locust St.

Hotrays Keep Sales Warm at Salton Mfg. Co.

After Years on Back Burner, Educational Ads Build Acceptance

NEW YORK, Dec. 15—This will be the merriest Christmas yet at the Salton Mfg. Co. An indication of just how merry is the fact that the company is investing more in advertising this year than it rang up in total sales in 1955, the year it started advertising.

The story of the Salton company is the heartening tale of a husband-wife team, Ruth and Lewis Salton, who thought up a new electric appliance and then proceeded to manufacture and market it on their own—although for a long time it looked as if they had a product nobody wanted. The product was the Hotray, an automatic food warmer that "keeps hot food hot and flavor perfect for hours."

▪ The product was born one evening in 1948 during a dinner "discussion" about why Mrs. Salton always interrupted the conversation by rushing into the kitchen to serve the various courses. Mrs. Salton thereupon challenged her husband to make her a warming tray that would keep food hot so that she could keep the entire meal nearby, and not have to leave the room to serve it.

Mr. Salton, then an engineer with Radio Corp. of America, rose to the challenge, and presented Mrs. Salton with a tea wagon complete with a built-in warming tray. His homemade warming unit proved to be so practical that friends soon began insisting, "Why don't you manufacture these?"

"I know this sounds like a press agent story, but that's really how it happened," Mr. Salton says.

He took a leave of absence from RCA, and the couple set up business in a "firetrap of a loft." They finally got the product ready to market only to find that "we had come out with something that nobody wanted. We couldn't even find a salesman who would sell it," Mr. Salton ruefully recalls.

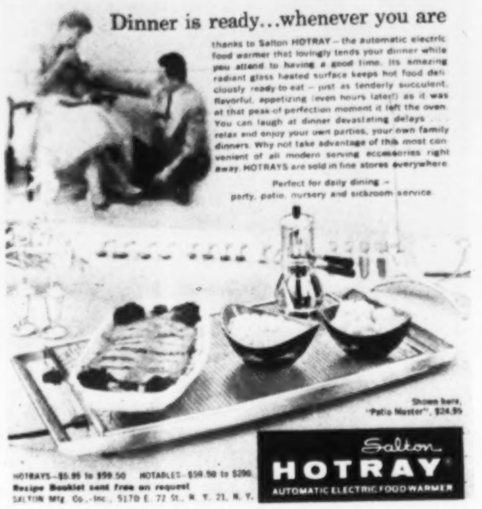
▪ Mr. Salton had to turn salesman himself and make the rounds of store buyers, selling them on the product and then showing them how to sell it. Gradually a few of the larger stores across the country bought the trays, but the general reaction was: "Wouldn't have one if you gave it to me."

Probably the low point in the company's history was reached at a housewares show in Atlanta "Not one man stopped at our booth."

"For four years it was that way, and then the tide was changed by events quite out of our control," Mr. Salton said. First candle warmers came from Europe, and then the electric trivets were introduced. Both were inexpensive and both conveyed the idea that food warming was a time and temper saver, although neither really did the job satisfactorily. People then began to see the validity and desirability of the more expensive and efficient Hotray.

▪ Orders began to pick up, and by 1955 the company was in a position to try its first advertising—co-op and a small-space campaign in *The New Yorker* plus some trade advertising.

Sales have since made up for lost time, and this summer the company moved into larger quarters, giving it four times its former manufacturing and shipping space.



Dinner is ready...whenever you are

thanks to Salton HOTRAY – the automatic electric food warmer that lovingly tends your dinner while you attend to having a good time. Its amazing radiant glass heated surface keeps hot food deliciously ready to eat – just as tenderly succulent, flavorful, appetizing (even hours later!) as it was at that peak-of-perfection moment it left the oven. You can laugh at dinner devastating delays ... relax and enjoy your own parties, your own family dinners. Why not take advantage of this most convenient of all modern serving accessories right away. HOTRAYS are sold in fine stores everywhere.

Perfect for daily dining – party, patio, nursery and sickroom service.

Shown here, "Patio Master", $34.95

HOTRAYS—$5.95 to $59.50 HOTABLES—$59.50 to $200.
Recipe Booklet sent free on request
SALTON Mfg. Co.-Inc., 517D E. 72 St., N. Y. 21, N. Y.

Salton HOTRAY
AUTOMATIC ELECTRIC FOOD WARMER

READY—*Salton Mfg. Co. is running magazine ads like this one in four magazines this year.*

This year, too, the company has stepped up its advertising campaign and is branching out into several magazines: *House Beautiful, Ladies' Home Journal, Sunset Magazine* and *The New Yorker*. The company has also increased its co-op schedule with stores running page newspaper ads as well as many smaller ones.

The magazine campaign is not just a Christmas push but is running on a year-'round basis. "I definitely believe in continuity. I'd never run a single ad; it's just a waste of money," Mr. Salton said.

▪ The ad shows a couple dallying over drinks while their buffet dinner is warm and waiting on a Hotray. "Dinner is ready ... whenever you are," reads the headline.

"Basically it's an educational campaign," Mr. Salton pointed out. "We don't try to be cute or to do something shocking in order to be remembered. I believe that's absolutely the wrong approach. Instead we want to establish a pleasant connotation with the ad at the time of purchase."

Dobbs Advertising is the agency.

When the company went into business, its first product was a Hotable, a big serving cart with a warming unit on the top shelf—"We thought that was the only style that would sell." Customers however began asking for trays, hence the smaller Hotray came on the market.

▪ Now the company makes a household line of eight Hotrays and four Hotables, ranging in price from $5.95 to $200. They also have a commercial line making large units for restaurants, in-flight serving carts for air lines, warmer units for steamship lines, and demonstrator units for "one of the country's largest food companies."

New products this year include a long, narrow smorgasbord design, 9 x 52". Another new product is a two-piece combination of a small Hotrayette plus a coffee carafe. Although the company is always alert to new variations on the Hotray theme, it doesn't plan to branch out into new product areas. "Diversification is all right for a big company, but a small one should specialize," Mr. Salton believes.

For the first three years, Mrs. Salton was "the office," but then she "resigned" to become a psychoanalyst—she is still very active in the company however, particularly as a motivational research consultant who advises on many problems, including advertising. #

Kane to 'POP' Rivet Ad Post

Robert H. Kane, formerly ad manager of Heli-Coil Corp., Danbury, Conn., has been named ad manager of the "POP" rivet division of United Shoe Machinery Corp., Boston.

Dr. Pepper Ads to Push Anniversary, National Marketing

DALLAS, Dec. 15—Plans by Dr. Pepper Co. to complete national distribution during 1960 are "well on schedule," according to Wesby R. Parker, president.

Speaking at a series of regional bottler meetings throughout the country, Mr. Parker and other Dr. Pepper executives outlined the company's promotional plans for 1960, the company's 75th year.

The diamond jubilee promotion will include a consumer contest next year, with the top prize a diamond door knob attached to a $40,000 home.

The series of offbeat ads, such as this year's bottle cap offer (AA, Feb. 23) in *Life*, will be continued next year, and *The Saturday Evening Post* will be added to the schedule. The ads are designed to get Dr. Pepper talked about, even in areas which are still awaiting distribution of the product.

Outdoor, spot radio, spot tv and newspapers also are included in the 1960 ad plans, some on a cooperative basis.

"Advertising in 1960 has been developed to attract the adult market as well as the youth group," said John Simmons, national ad manager. He said more emphasis is being placed on social acceptance, and new phrases such as "more than refreshing" will be used in ads.

Grant Advertising, Chicago, is the Dr. Pepper agency. #

Food Prices Lower, Volume Up, Says GMA's Willis

Although 1959 retail food prices averaged 1½% lower than 1958, a 4% increase in tonnage sales boosted food sales to an all-time high in 1959, according to Paul S. Willis, president of the Grocery Manufacturers of America. Food spending through all channels in 1959 totaled $73 billion. Of this, $52 billion was in retail food sales.

The grocery industry profit situation is only slightly improved over 1958, he said. Preliminary figures from the 89 representative companies in a GMA sample shows an average rate of about 3¢ net profit per dollar of net sales in 1959. This is a little higher than the 1958 profit margin, Mr. Willis said, but still far below the 4.1¢ per net sales dollar recorded in 1946.

Day-Wellington Opens Offices

Dal Day and Gil Wellington have opened a radio and television sales representative company, Day-Wellington Inc., with offices at 424 Vance Bldg., Seattle. Mr. Day was formerly West Coast national sales manager of Midnight Sun Broadcasting Co. Mr. Wellington was formerly sales manager of KTIX, Seattle.

New 'Factor' Sent to 134,000 Doctors; Covers Psychiatry

NEW YORK, Dec. 15—The nation's physicians, already the recipients of a large amount of reading material in the form of free newspapers and magazines, will now be getting another one—*Factor*.

Professional News Bureau Inc., New York, launched *Factor* this month—sending it to every practicing doctor in the country under the age of 65.

A 16-page tabloid printed in two colors, *Factor* will be published monthly and will cover developments in the field of psychiatry. The first issue noted that from 30% to 70% of patients encountered in office practice may have significant emotional disturbances.

The managing editor is Milton (Mickey) Meltzer, who resigned recently from the public relations staff of Chas. Pfizer & Co. A board of medical consultants will be headed by Dr. George Stevenson, former president of the American Psychiatric Assn.

▪ Unlike other publications now mailed to doctors—such as Ciba's "Medical News," Upjohn's "Scope" and Hoffman-LaRoche's "Image"—*Factor* is not sponsored by any one pharmaceutical house. A total of eight pages of advertising will be accepted for each issue.

For its audience of 134,000 doctors, *Factor* is charging at the rate of $2,500 a page. However, except for the last page, no full pages will be accepted. Instead, advertisers are being offered tandem half pages—at the $2,500 rate.

Eight advertisers are represented in the first issue with ads for mental health drugs: Lederle Laboratories (which has the back page); Squibb; Pfizer; Smith, Kline & French; Wyeth Laboratories; Ayerst Laboratories; Crookes-Barnes Laboratories, and Reed & Carnick.

▪ Each of these advertisers has signed for the first three issues, with options to hold this space in future issues. Since advertising space will be limited—the plan is to hold the issue size to 16 pages—no other advertiser will be able to buy space if all of the original buyers pick up their options.

Professional News Bureau is a company set up to publish *Factor*. It is an affiliate of Fred Morris & Associates, which is reponsible for two other medical publications—"Dental Times," produced for Lederle, and "Economic Checkup," produced for Wallace Laboratories. #

Stephens-Biondi-DeCicco Adds Andrews Organization

Stephens-Biondi-DeCicco, Chicago graphics counseling service, is adding copy and written communications to its scope with its acquisition of William Boyd Andrews Organization, Chicago international communications counselor. Mr. Andrews, president; Roger W. Stockseth, vp and Beverly By-Sura, creative director, all with the Andrews Organization, are moving to Stephens-Biondi-DeCicco.

In another staff addition, Ralph J. Finch, formerly art director of *Family Weekly* and *The American Weekly*, is joining Stephens-Biondi-DeCicco's graphic arts staff.

Sillerman Resigns at NTA

Michael M. Sillerman has resigned as president of NTA Program Sales, a division of National Telefilm Associates, New York, tv film distributor. Mr. Sillerman did not announce his future plans. H. Bart McHugh Jr., formerly a vp at J. Walter Thompson, has been appointed director of network program sales at NTA.

Grant Spot in N.Y. Dodge Dealer Ads Is Disputed

(Continued from Page 1)

ton Co. Wexton worked with a group of 100 dealers. "At this time," the release said, "the contract for advertising covers approximately 65 dealer organizations.

"However," it added, "all other territories are expected to join as soon as directors are chosen."

▪ Adding to the confusion was a statement by David Jacofsky, chairman of the 14-member Brooklyn-Queens Dodge dealer group, who said: "The Brooklyn-Queens Dodge group has made no arrangements with anybody for any advertising at this time." The Nassau-Suffolk group also apparently was uncommitted today.

While it could not be confirmed, Mr. Pinto was reliably reported visiting Jersey dealers yesterday.

▪ Al Mohr, chairman of the New Jersey dealers and the new secretary-treasurer of the association, told ADVERTISING AGE that the Jersey dealers had favored the Grant agency and had so indicated "informally" some time ago. But at the New York meeting, it was decided that the approximately 100 dealers should continue advertising as a unit, rather than split apart into segments as some had planned. "We felt it was advisable and expedient to have one group," he said.

Wexton, Grant and Cole Fischer were asked to make presentations. Cole Fischer was one of many agencies that had expressed interest in the account when it became known recently that it would be open to solicitation. It was reportedly chosen on the basis of its Volkswagen background, having had the account from 1953 to 1957.

(During the time the agency had VW as a client the German company had no national advertising program in the U. S. The agency's work was limited to translation of sales manuals and some newspaper ads for the eastern VW distributor.)

▪ Local Dodge advertising for the past model year was in the neighborhood of $500,000. It is expected to be considerably higher for the 1960 model year. The final budget will be determined on the basis of a $15 per car payment by the dealers, matched by $5 per car from the factory. The ad money remains in Detroit until sent to the individual selling associations.

There are 31 Dodge retail selling associations across the country. Grant has been handling all but three of these associations—Cleveland, Baltimore and Akron—and this week added one more, when Dodge dealers in three central Illinois cities—Peoria, Pekin and Morton—formed a new retail selling association and named Grant its agency. #

Wade Reports Record 1959 Billings of $24,300,000

Wade Advertising, Chicago, has announced its 1959 billings are approximately $24,300,000, highest in the agency's 50-year history. Of this total, $20,500,000 was invested in television—$13,400,000 in network and $7,100,000 in spot announcements. Radio spots totaled $1,100,000.

In 1958 billings were $18,900,000; in 1957, $15,000,000. However, these figures are not directly comparable with '59 figures because the agency was on a fiscal year in '57 and '58 and a calendar year in '59. Calendar '58 billings were approximately $21,000,000.

United PR Says Wexton Held Back Dodge Dealer Funds

NEW YORK, Dec. 17—One of the problems inherited by the Wexton Co. as a consequence of its now defunct relationship with the Dodge New York Retail Selling Assn., is a $122,000 lawsuit filed by United Public Relations, which handled local Dodge pr while it was at Wexton, and which charges that Wexton "deliberately concealed" pr funds.

In turn, Wexton has filed a $70,000 counterclaim against the pr company it hired to help service the account.

The UPR complaint alleges that it was hired to handle Dodge pr through an oral agreement between Harold Smith, head of UPR, and Howard Wechsler, of Wexton, in a conversation at the agency's offices about Nov. 15, 1958, which was "confirmed" by the agency's president, Larry Schwartz.

UPR claims that the Dodge New York Retail Selling Assn. paid Wexton $6,000 monthly for pr expenditures for a three months period; Wexton said only $3,500 monthly was available.

▪ The agency "in violation of its agreement with the plaintiff deliberately concealed from the plaintiff the fact that it received $6,000 a month for a total of $18,000 for three months from the Dodge dealers for public relations work," the complaint says.

UPR says it is entitled to this sum, less 15% agency commission, and less $7,000 it already has received from Wexton, leaving $8,300 in dispute.

As a second charge, UPR says it spent $21,091 between December, 1958, and February, 1959, in the belief that it had a one-year contract for pr, and would not have geared up and spent this sum had it known the agreement would be canceled (it was terminated March 5, 1959). For this it seeks damages of $14,091.

A bill of particulars was filed by UPR supporting this charge.

In its third cause of action in the earlier amended complaint UPR charges that Wexton "misrepresented to the Dodge dealers that plaintiff was doing public relations work amounting to $6,000 a month," and that this misrepresentation has injured UPR's business and reputation to the sum of $100,000 damages.

▪ In its reply, Wexton concedes that it employed United for three months, but denies that it entered a one-year oral agreement or any written agreement, and says further that any alleged oral agreement is unenforceable.

The agency charges that, beginning in February, United "made knowingly fraudulent misrepresentations" to Dodge dealers, urging them to drop Wexton and join United Public Relations, for which it seeks $20,000 damages.

In addition, UPR is charged with making "false and defamatory" statements to members of the Retail Selling Assn. this past February. Among them: "Wexton has been defrauding both you and us of $2,500 per month"; "Wexton is dishonest"; "Wexton is an incompetent advertising agency"; "Don't do business with an incompetent and dishonest firm like Wexton"; "Wexton has been stealing money."

For this the agency seeks $50,000 damages. #

Poag Joins N. W. Ayer

Stanley T. Poag has joined the Detroit office of N. W. Ayer & Son as a service representative. Mr. Poag was previously with Walker & Co., outdoor advertising, and D. P. Brother & Co.

Last Minute News Flashes

Lorillard Names Ladd Ad Director; Tausig Leaves

NEW YORK, Dec. 18—Daniel Ladd, vp and account supervisor on the Warner-Lambert and International Latex accounts at Ted Bates & Co., will become advertising director of P. Lorillard Co. Jan. 1. The position has been vacant since Manuel Yellen, vp, became director of sales about a year ago. H. Thomas Tausig, Lorillard advertising manager for the past year, resigned Dec. 4, but has not announced his plans. Bates is agency for Brown & Williamson Tobacco.

Lady Esther Will Move Out of Donahue & Coe

WAYNE, N. J., Dec. 18—The Lady Esther division of Chemway Corp. will name a new agency shortly to succeed Donahue & Coe. Impending conflicts from new Lady Esther products is the reason given for the switch. Chemway's Dunbar Laboratories division has placed its new Pantene hair lotion, slated for national distribution early next year, with Donahue & Coe. Lady Esther has been billing about $250,000.

'Life,' 'SEP' Report Revenue Gains

NEW YORK, Dec. 18—*Life* grossed $134,300,000 from 3,666 pages of advertising this year—a gain of $11,700,000 in revenue and 254 pages. Another revenue record was reported by *The Saturday Evening Post*, which got $97,614,442 from 2,816 pages of advertising. In 1958, the *Post* reported $87,631,791 from 2,891 pages.

Firth Carpet Names Doner; Other Late News

- **Firth Carpet Co.**, New York, has appointed W. B. Doner & Co. to handle its advertising. The account was formerly at Grant Advertising and follows Fred Tobey, account executive who recently moved from Grant to Doner as executive art director. Firth bills an estimated $250,000.

- **Schenley Industries** is in the process of realigning and consolidating its selling units "for more effective operations in 1960," a company executive said. He reported that there will be some drastic changes and personnel shifts, but stressed that the new setup will not be completed until about Jan. 15. He denied reports of "wholesale firings."

- **Henry Holt & Co.**, New York, has proposed a merger with two other publishers that would result in a new company with sales volume of nearly $35,000,000. The new company would be made up of Holt, Rinehart & Co., New York, and John C. Winston Co., Philadelphia.

- **McCall's** has appointed Al Strand of its New York staff to replace George Summers as manager of its Philadelphia office. Mr. Summers will return to the magazine's New York staff.

- **Media Records**, confirming a report in ADVERTISING AGE in June (AA, June 29), has made major revisions in newspaper ad classifications in use for some 20 years. Some major revisions, effective Jan. 1: Combination of publications classification with the publishing and media category, merging of groceries category into foods, and a change of the agriculture classification to Farm & Garden. In addition, MR has established several subclassifications not previously listed, including separate listings for items such as frozen foods, baby foods and pet foods.

- **James E. Keefe**, account manager with Waldie & Briggs, Chicago, has been promoted to vp and account supervisor.

- **Tod Reed**, former exec vp of Erwin Wasey, Ruthrauff & Ryan, has been named Detroit manager for both *Family Weekly* and *Suburbia Today*. He succeeds the late H. A. Patterson.

- **Ed Gardner** resigned today (Dec. 18) as vp and creative director of McKim Advertising Ltd., Toronto, to join Robert S. Conahay Inc., New York, as exec vp. Prior to going to Canada two-and-a-half years ago, Mr. Gardner was with Ogilvy, Benson & Mather.

- **Best Foods** division of Corn Products Co. is bowing out as alternate week sponsor of "Riverboat" (NBC-TV), after the Jan. 31 show. The company decided against staying with the show when the option came up Dec. 15. NBC, which reportedly has 26 new segments of "Riverboat" on order, plans to move the hour show from its present Sunday 7 p.m., EST, slot to a Monday night period. The show has been sustaining on alternate weeks. NBC did not have any new sponsors at press time.

- **Pillsbury Co.**, Minneapolis, will use an eight-page color supplement in 52 newspapers in January to promote its prize-winning recipes from its national bake-off contest. The winning recipes have been carried in magazines three previous years. Cooperating with Pillsbury in the supplement are Nestle Co., Red Star Yeast & Products Co., Morton Salt Co., R. T. French Co. and Land O' Lakes Creameries. The pre-printed supplement, which will appear the last week in January, was prepared by Campbell-Mithun, Minneapolis.

- **Landmaster Inc.**, British farm equipment company, will open an office here Jan. 1 and begin distribution of its products in the U.S. Grant Advertising, which handles Landmaster advertising in the Far East, has been named to the U.S. account.

- **James B. Beam Distilling Co.**, Chicago, has named North Advertising, Chicago, to handle advertising in the U.S. for Gilbey's Spey Royal scotch. Beam was named last fall (AA, Aug. 24) by W.&A. Gilbey Ltd., London, to handle distribution of the scotch in the U.S. and possessions. Bacardi Imports, New York, was the former distributor; Brooke, Smith, French & Dorrance was the previous agency.

- **National Broadcasting Co. and RKO Teleradio** reportedly are negotiating a plan to swap NBC's WRCV radio and tv stations in Philadelphia for RKO Teleradio's Boston outlet, WNAC-TV. Last September NBC signed a federal court consent decree providing that the network divest itself of its Philadelphia holdings by Dec. 31, 1962 (AA, Sept. 28).

- **Keyes, Madden & Jones**, Chicago, has added three men to work on the Norge appliance account. Robert W. Allrich, formerly account executive at Maxon Inc., Detroit, is account supervisor. Chester P. Holway, formerly copy director for the Chicago office of Klau-Van Pietersom-Dunlap, is in charge of copy, and William R. Miller, formerly art director of Compton Advertising, Chicago, is art director. Jack Popp continues as account executive.

- **Val Corradi**, vp and account exec on Oldsmobile since 1956 at D. P. Brother & Co., Detroit, has been named vp and Richard H. Iliff, account exec on Harrison Radiator, has been named a vp.

House Subpoenas BAR Files, Eyes-Rating Services

(Continued from Page 1)

dividual communities. The memo cautioned that the information is still being analyzed.

Among the charges received by the investigators were some where licensee personnel allegedly secretly own programs which appear to be owned independently. Others involved alleged kickbacks to licensee personnel from talent appearing on shows, including juveniles, and side payments from singers in return for having their records played on broadcast programs. One category of complaint contended stations affiliated with a network favor the broadcasting of records made by a record company owned by the network.

▪ The House special subcommittee on legislative oversight today subpoenaed reports, files and tape recordings of BAR. The monitoring firm's complete library of television data, including advertising schedules and stations' logs as broadcast by 240 television stations across the country, is requested in the subpoena, which is returnable immediately. Upon being served, BAR's publisher, Phil Edwards, and president, Robert Morris, issued the following statement:

"It is clear from the subpoena that the House special subcommittee on legislative oversight wishes to review our reports as an off-the-air record of commercial practices in the television industry. They are requesting the same monitored information already in wide circulation among stations, networks, agencies and the NAB code review board, and we feel confident that broadcasters across the country will appreciate BAR's immediate compliance with the subpoena."

Stapleton Rejoins Grant as Head of New York Office

(Continued from Page 1)

and Abbott Kimball, vp and account supervisor. Both will remain with the agency here.

▪ Mr. Stapleton resigned from Grant two years ago to join Lippincott & Margulies as general manager and director of marketing (AA, Sept. 16, '57). He had been associated with Grant for ten years, the last two as chief of the New York operation. He left Lippincott & Margulies several weeks ago and has since been vacationing.

Lawrence Stapleton

Grant will increase its local staff, ADVERTISING AGE learned, but it could not be determined how many persons would be added. #

Smyser Joins Loral Electronics

Albert E. Smyser Jr., formerly with Williams & London Advertising, New York, has joined Loral Electronics Corp., New York, as director of public relations and advertising, a new position. The company is a supplier of strategic equipment for the armed forces.

Build Up FTC: Reeves; Self-Rule 'Won't Work'

(Continued from Page 1)

cigaret with the lowest tars and nicotine ever on sale.

Nor does the FTC, in its complaint, question that Life is not lowest in tars and nicotine.

Do you believe that the Federal Trade Commission is unfair?

No.

Differences between an advertising agency and the FTC are merely a difference of opinion.

We do believe, however, that the issuance of press releases—a "press indictment," as it were—is often damaging to the reputation of great American companies.

Often, and long before the actual FTC hearing, a corporation will elect to sign a consent decree, merely to avoid further publicity—even though they are convinced of the rightness of their position.

It would be our hope, if the FTC were granted adequate funds by Congress, that an "advisory clearance bureau" might be established, in which these matters could be quietly discussed.

We do not believe that such an "advisory clearance bureau" should be binding upon the advertiser. We believe that the due process of law should still apply. But in the majority of cases we believe that such differences of opinion would be quickly, easily and quietly adjusted.

But again—the FTC needs funds.

It is our hope that Congress will grant these funds.

What do you think of the inclusion of Ted Bates & Co., and one of its account executives, in the FTC's complaint?

This has never been tested in the courts, but we have some very strong beliefs about it.

We believe they take two forms:

(1) The Legal and (2) the Moral.

Legally, the advertising agent (as his name implies) is an agent, and not a principal. While we carry the financial responsibility for the advertisements we place, we have no authority to commit our clients *on copy,* without their consent. In fact, all of our contracts with our clients read that they must approve in writing any advertisement placed by us for them.

The Bates agency, however, prefers to put the emphasis on the *Moral Aspect.* We work with our clients to produce selling campaigns. We would not stand still for one, or be mutely silent *while* one was running—unless we fully concurred with the client in his decisions.

As for the individual mention of the Account Executive, there is no more reason to name this one man than there is to name dozens of other people who worked on this campaign.

What do you think about "derogatory," "disparaging" and "competitive" advertising?

These are very loosely used words. They are so often used together that the reader might assume them to be synonymous.

They badly need clarification.

Let me state strongly that we believe in the *competitive system.* It is the major difference between the U. S. and Russia, and *we believe that competitive advertising* **is part of that system.**

From time immemorial, our country has operated on the belief that if a man can build a better mousetrap, he can and should make a fortune selling it with honest claims, and at an honest price.

The question at issue here is: *"At what point, in describing this mousetrap, does he 'disparage' his competitors?"*

If he simply says: "I have a *better* mousetrap," is he disparaging his competitor's product?

Indirectly, he is certainly stating that others are not as good.

Or, into what area does he fall if he states: "My mousetrap has two unique advantages—not *found in any other*"?

Or, again, into what area does he fall if he really takes off the gloves and advertises: "*Why buy other mousetraps which don't work anywhere near as well? Now comes an amazing new-type mousetrap which catches 6 times more mice, and uses far less cheese*"?

Or, suppose he goes even further and proclaims: "*Mousetrap connoisseurs are throwing away all other mousetraps by thousands daily. Overnight, all other mousetraps have become old-fashioned and out-of-date*"?

Is he *derogatory?*

Is he *disparaging?*

We would seem, here, to be in the realm of opinion. At what invisible point—along the continuum that runs from mere product puffery to hard-selling, competitive copy—do we cross into the area of "derogation" and "disparagement"?

We think the answer is very simple.

There is nothing wrong, or unethical, or disparaging, in an advertisement which compares two products—*if these comparisons are true.*

It is not a matter of opinion at all. *It is a matter of fact.*

If it is true, he can say it.

If it is false, he cannot say it.

The way in which he says it (if it is true) is a matter of copy philosophy, or taste, or his degree of selling enthusiasm.

But it must be true.

There is nothing wrong, with what is improperly called "disparagement." It may, indeed, be "pro bono publico," a striking public service. And the record is replete with cases in which it has been.

Whether it is true or false, whether the advertising rightfully or wrongfully describes the performance of the product, is the province of the **FTC.**

The advertising agency business, as an industry, has no machinery for making these decisions—which are often highly technical.

It is why I said earlier, we do not believe that a new **FTC** appropriation, from Congress, would be out of line in our $12 billion industry.

Do you think that the advertising business can regulate itself?

No.

Many advertising men will disagree with this, for it is the dream of an industry to have no outside, disturbing hand.

But in building the fifth largest agency in the world, we have come to the conclusion that self-regulation will not work.

As stated in my answer to the previous question, decisions on *truth and falsity* are often highly technical—reaching deep into the realm of physics, nutrition, medicine, physiology, dermatology, dentistry, chemistry.

Self-appointed advertising boards do not have the knowledge, or the machinery, to make these decisions for thousands and thousands of products.

This is the province of the FTC.

Another thing:

These self-appointed boards would lack the police power. There are always some companies, or some men, who would prefer to operate outside the law.

Do you believe regulations can be drawn in the area of "bad taste" in advertising?

No.

Who would be the arbiter?

Advertising is a huge business, but it merges deeply into the realm of art. There are thousands of agencies. Few men agree on how to write an advertisement. Give 100 men the same campaign theme, and they will write 100 different advertisements.

What is good taste to one is bad taste to another.

Let me tell a story:

Recently, an advertising magazine asked the top executives of 25 well-known advertising agencies: "Pick the three worst tv commercials now on the air."

These men picked (out of three) two of the most successful commercials of the past 20 years. One had introduced a new product, and in just 18 months had swept the market—forcing, in the process, most of its competitors to improve their own products, with great public benefit.

The other, in another field, had done almost the same thing.

Both commercials were true, factual, and honest. However, they were not "pretty." Several members of this panel (top advertising men, mind you) said to me: "We should rule them off the air."

Watch out for such talk. Watch out for such regulations. Or we may drift into a "body politic" which can tell us how we should dress, what we should eat, what we should read.

The mass circulation *New York Daily News* does not have the quiet decorum of the *New York Times.* Should anyone regulate the taste, or the type sizes, in which the rest of us should read our daily news?

Have brands, while being handled by Ted Bates & Co., often gotten into trouble with the FTC?

No.

We have been in business almost twenty years. We have written thousands of campaigns. We have placed hundreds of millions of dollars for our clients.

There have been just five FTC complaints.

One was closed without prejudice. Two resulted in stipulations. Two have not yet reached the point of discussion.

We maintain a big, costly Science Department to check the validity of our claims. I do not believe that any agency in the business goes to such lengths—in testing, in clinical research, in evaluation—to make sure that we are not misrepresenting a product's performance.

Is not highly repetitive advertising an imposition on, and a nuisance to, the American public?

Much ado has been made about the taste and propriety of repetitive advertising.

We do not have an opinion on this. Instead, for the highly articulate critics of advertising, we have some rather surprising facts.

For 15 years, at regular intervals, in 48 states, in hundreds of individual counties, we have steadily cross-examined thousands of people to find out what advertising they have seen, and what advertising they remember.

What is more, we have measured only leading advertising campaigns. In this study, the *average* expenditure of each brand was $5,000,000 a year.

We find *seven out of ten people are not even aware of having seen the advertising at all.*

It is possible, if one is interested in facts, to conclude that advertising men, and the critics of advertising, are much more sensitive to this "problem" than the public at large.

Do you believe an advertising agency should take its client "as close to the line" as legally possible?

To answer this question, I must first know: What "line" are you talking about?

If I may rephrase the question, I can only assume that you are asking: "Should an agency push its client's advertising right up to the thin line of illegality?"

If *that* is the question, I want to make the answer of Ted Bates & Co. crystal clear.

We did not become one of the largest advertising agencies, servicing a cluster of great and honorable companies—*and without losing a client since we began business*—by pursuing the kind of tactics this question implies.

However, there is one thing we always do:

We seek the strongest possible claims for our client's product—within the truthful limits of the product's performance.

This is honest competition, and we believe in competition.

When phrased this way, the so-called "line" disappears.

Do you always insist on "hard sell" in advertising?

It depends on the product, it depends on the message, and *it depends on what the advertisement is designed to do.*

Many of the Bates campaigns are designed for esthetic effect. They are quite beautiful. The majority are intentionally what the trade calls "hard sell."

The only criterion is: "Does the *given advertisement* convey the *given message* to the *greatest number* of people at the *lowest possible* cost?"

Rosser Reeves

A hard-sell advertisement, like a diesel motor, must be judged on *whether it performs what it was designed to do.*

Is a wristbone ugly? An ear? Or are they beautifully functional—slim, like a needle, or ovoid, like an egg—*shaped the way they are because they have a specific function to perform?*

Is the tread of a tractor ugly? The curve of a spring? A light bulb? A radar antenna?

We do not think so.

We have come to the conclusion that there are two extremes in advertising:

- Advertising designed as art, without reference to its business function.
- Advertising designed for its business function—which may not be considered by some critics as a work of art.

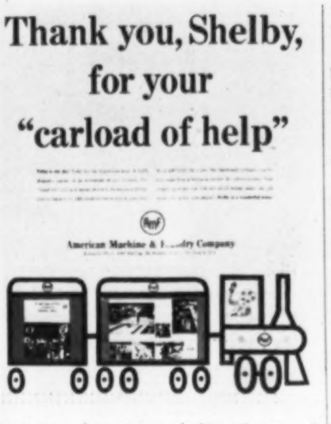
The first can be condemned, because it rarely works.

The second should be judged by its results—rather than by critics who are concerned more with esthetics than with profits.

I would like to add a wry comment.

Only occasionally are great salesmen "things of beauty." They do not carry paintings by Picasso in their hands, speak in rhyme, or sing, dance and play the flute. They are usually very earnest men, *who speak convincingly, and with knowledge about why their product is better.*

This is our philosophy. #



Thank you, Shelby, for your "carload of help"

American Machine & Foundry Company

THANKS—*American Machine & Foundry Co. runs this ad in the Daily Globe, Shelby, O., on Dec. 22 thanking residents for helping in creation of the three-page corporate ad—AMF's first—which runs in the year-end "Good Life" issue of Life, out the same day. The ad took eight days to photograph, using Shelby residents. Cunningham & Walsh is the agency.*

Edward Borges, 58, Publisher, Retail Ad Veteran, Is Dead

NEW YORK, Dec. 15—V. Edward Borges, 58, president of Vincent Edwards & Co., Boston, publisher of trade magazines, died of a heart attack in St. Clair's Hospital here Dec. 9.

In 1927 Mr. Borges founded the Edwards company, publishing advertising mat services and "Vincent Edwards Idea Services," including retail, furniture, public utility bank, food and transportation advertising ideas. He originated the Socrates Award for the best daily newspaper ads in these fields and introduced the Socrates Junior advertising contest, which measures the proficiency of school publication advertising staffs.

Since 1934 Mr. Borges had been the publisher of *Hotel Bulletin, Furniture Manufacturer, Plastics Industry, World's Business* and *Guia.*

■ Born in Cambridge, Mass., he attended Harvard University business school and Boston University law school. He was ad manager for Gilchrist's, Boston department store, at the age of 19, and later held the same position at Hochschild Kohn, in Baltimore. Mr. Borges then became an advertising counselor to retail stores in New York and New England.

He was twice elected New England district governor of the Advertising Federation of America, and he was active in the National Retail Dry Goods Assn. (now the National Retail Merchants Assn.).

Tom Cathcart Retires as 'This Week' Exec VP

Tom Cathcart, on the staff of *This Week Magazine,* New York, since its first issue 25 years ago, will retire as an exec vp on Jan. 1. Mr. Cathcart joined the publication as promotion manager in 1935; became manager of newspaper relations in 1946 and was named vp and director in 1949. He became exec vp of the Sunday magazine in 1957.

Prior to his association with *This Week,* Mr. Cathcart was promotion manager of Crowell-Collier publications and editor of *Country Home.* He will continue with *This Week* as a consultant. Euclid M. Covington, president, said Mr. Cathcart's post will remain vacant for the present.

Tom Cathcart

Maxwell Associates Moves

Maxwell Associates, Philadelphia, has moved its offices to 1 Belmont Ave., Bala-Cynwyd, Pa., a suburb of Philadelphia.

TV Film Exporters Set Organization

NEW YORK, Dec. 16—Television program exporters moved this week to establish their own trade association.

Companies accounting for the bulk of American tv films distributed abroad agreed to form an organization to be known as the Television Program Export Assn.

They authorized William H. Fineshriber and George Muchnic to file the necessary papers for incorporation of the new association. Messrs. Fineshriber and Muchnic were appointed early this fall to draw up an organizational plan (AA, Oct. 5).

Mr. Fineshriber is a veteran of the broadcasting wars, having seen service with Mutual, NBC, Television Programs of America and Screen Gems. Mr. Muchnic is a lawyer and former motion picture executive.

■ The proposed association would be a negotiating arm for the industry, comparable to the movie industry's Motion Picture Assn. of America. It would help program exporters deal with such problems as foreign quotas and customs, tariffs, price ceilings and remission of foreign currencies.

The 17 companies represented at this week's meeting were: ABC Films, CBS Films, Freemantle International, MGM-TV, MCA-TV, William Morris Agency, National Broadcasting Co., National Telefilm Associates, Bernard L. Schubert Inc., Screen Gems, Twentieth Century Fox Television, Desilu Productions, Four Star Films, Flamingo Telefilm Sales, Ziv International, Official Films and United Artists.

On the motion to form the association, 10 of these companies voted yes. The remaining seven abstained, either because their representatives were unable to make final decisions at the meeting or because their advance messages of commitment did not cover the specific motion.

These 17 companies sell about 90% of the American tv films shown abroad.

Merle Jones, chairman of CBS Television stations, called the meeting and is continuing as temporary chairman of the group's interim committee. #

'Lassie' Invades Yugoslavia

NEW YORK, Dec. 16—"Lassie" is becoming a fixture on the world television scene.

International Television Corp., distributor of the Jack Wrather program, reported this week that it has now been sold to Yugoslavian tv, "marking the first American tv series to be scheduled on a regular basis behind the Iron Curtain."

"Lassie" has now been sold in 32 countries. #

Katz Opens in Minneapolis; Appoints Klein in New York

Katz Agency, New York, media representative, will open a sales office in Minneapolis, its ninth branch, about Feb. 1, 1960. David Abbey, who has been with the company's Chicago sales staff, will manage the new office.

Ken Klein, formerly advertising and promotion director of Metropolitan Broadcasting Co., has joined Katz in the new post of director of public relations. Public relations for the representative was previously handled by Brandt Public Relations & Promotion. Mr. Klein was replaced at Metropolitan by Hal Cranton.

Cappy Ricks Moves

Cappy Ricks & Associates, Seattle agency, has moved to 1117 Second Ave.

GO GET A DODGE DART!

Weiner Maume Brahms Irmgard Gerber Chenowith

POINTED MESSAGE—*Members of the Dodge Dealers of Baltimore group and its agency, Brahms-Gerber, display their award-winning "poster of the month" for November, selected by judges from the outdoor industry in the area. Irmgard, taking a bow unmindful of the danger, is dubbed "Miss Dodge of 1960." Milton Weiner, Jack Maume and Mark Chenowith are from the dealer association. Jack Brahms and Jack Gerber are from the agency.*

Aubrey Elevation at CBS-TV May Provide Evidence Heredity Operates in Ad World

CHICAGO, Dec. 15—With the election of James T. Aubrey Jr. as president of the CBS television network (AA, Dec. 14) CBS strengthened its ties with the agency business in Chicago and New York, and also with a rival network. Because certain persons in those places could not agree more heartily with CBS' decision. To wit:

- James T. Aubrey Sr., senior consultant and co-founder of Aubrey, Finlay, Marley & Hodgson, Chicago.
- Stever Aubrey, vp of Doherty, Clifford, Steers & Shenfield, New York.
- David Aubrey, account executive with NBC-TV, Detroit.

■ At 41, James Jr. is the eldest of four brothers—Stever, 39, David, who will be 35 next week, and George, an independent oil operator in Denver, 37.

The head of the clan, James Sr., at 71, still puts in a five-day week at his Chicago agency, despite his retirement as board chairman last Jan. 1. "If I have a hobby, it's advertising," he explained.

The four brothers followed in each other's footsteps in the early years; all four are Princeton graduates, and all served in the Army. Their father is an Army veteran also, but he took his degree from Lehigh.

After separation from the Army, George found the financial field more to his liking, and this led him into oil exploration and promotion.

■ Stever started out in architecture, but left a Chicago architectural company and headed east, where he landed a copywriter's job at Anderson & Cairns.

From Anderson & Cairns, Stever Aubrey moved to J. Walter Thompson Co. as a vp and account executive, then to McCann-Erickson as an account service group head supervising Chesterfield and Oasis advertising. He joined Doherty, Clifford Aug. 1 as account supervisor on Bristol-Myers.

David Aubrey joined Time Inc. after graduation from Princeton in 1950 (having previously done his army hitch) and was sent to Detroit as a space salesman for *Time*. From there he moved to NBC-TV.

■ The elder James Aubrey, with no relations to guide him, got into advertising via the Western Clock Co., LaSalle, Ill., where he joined the sales and promotion department in 1913.

He joined Erwin, Wasey in Chicago in 1917, but he left in that same year to begin two years of army service. In 1919 he joined *Cosmopolitan* in Chicago, and became western manager.

Mr. Aubrey also served as ad manager for the Packard auto in Detroit and for *Hearst's International* in New York before he returned to Chicago to open his own agency.

Aubrey & Moore began operation Jan. 1, 1923, staffed by James T. Aubrey and John C. Moore. It became Aubrey, Moore & Wallace in 1933; in 1951 the name was changed to Aubrey, Finlay, Marley & Hodgson, and Mr. Aubrey stepped up from president to board chairman. The agency now employs 99 people and bills more than $9,000,000 annually.

■ James Aubrey Jr. has spent most of his career with CBS. He was sent to Los Angeles as a salesman for Street & Smith, but left the company to join the Columbia-owned radio station in Los Angeles in 1948.

Subsequently he was named sales manager and then general manager of the sister station, KNXT, and headed Columbia's Pacific network. In 1956 he was promoted to manager of network programs in Hollywood.

A few months later the younger James Aubrey switched to ABC as vp in charge of programming and talent. But in April, 1958, he rejoined CBS as vp for creative services. He was named exec vp of CBS-TV last June.

■ The senior Mr. Aubrey and his wife, Mildred, have 12 grandchildren. But since the eldest is only of high school age, it's too early to say whether the Aubrey influence in the advertising-media field will be felt proportionately in the third generation. #

SEC Issues Complaint Against Hal Roach, Guild Films

A preliminary injunction for violating the registration provisions of federal securities laws has been issued against Guild Films Co., New York, Santa Monica Bank and the Bank of Inglewood in California, and Hal Roach Jr., former F. L. Jacobs Co. official. They have been charged by the Securities and Exchange Commission with selling 50,000 shares of Guild Films common stock without registering it with the commission.

Youngstown Kitchens Dealer Aid Program Detailed in 'AR'

CHICAGO, Dec. 15—How Youngstown Kitchens developed a special sales-boosting program for its top dealers and wrapped it up in an elaborate portfolio of dealer aids is told in a report in the January issue of *Advertising Requirements*.

The report is the first of three features to appear in *AR* outlining in detail the sales promotion programs carried out by the Warren, O., kitchen cabinet and appliance manufacturer.

The January *AR* article summarizes where Youngstown stands in the kitchen cabinet industry, what its sales problems are, how it markets and advertises and how the sales promotion kit evolved.

■ Focal point of the report is the sales promotion kit, a six-pocket portfolio containing dealer newspaper ad mats; an ad composition kit; plans for outdoor advertising and special local promotions; an ad program for radio, tv and movie trailers, direct mail and special dealer sales aids. Youngstown put out 2,000 of these folders at a cost of $15 apiece.

Two future articles in the series will be about Youngstown's other promotion ideas and about its exhibits at shows in the home-building field. #

Calgon to Use Paar, Godfrey, Magazines for 1960 Campaign

PITTSBURGH, Dec. 16—Calgon Co., maker of Calgon water conditioner, will use NBC-TV's "Jack Paar Show" as a lead element in its ad program next year, as it has during 1959.

The 1960 campaign, which Calgon describes as the largest promotion effort in its history, will also use Arthur Godfrey, CBS-Radio, beginning Jan. 7.

■ Magazines on the 1960 schedule are *Canadian Homes, Chatelaine, Good Housekeeping, House Beautiful, Ladies' Home Journal, Suburbia Today, Sunset Magazine* and *The New Yorker*.

A special interest magazine group schedule includes the *American Journal of Nursing*, the American Medical Assn.'s *Archives of Dermatology, Pediatrics* and *What's New in Home Economics*.

Ketchum, MacLeod & Grove, Pittsburgh, handles the account. #

Chamber Finds Ads Restore Old Magic of Alaskan Gold

FAIRBANKS, Dec. 16—A modern-day gold rush, short on gold but long on promotion, is yielding some genuine coin of the realm in this city where gold mining once was king.

Earlier this year the Fairbanks Chamber of Commerce, casting around for ways to raise money for a new building, decided to "mint" a souvenir "golden dollar" to commemorate the 49th state's admission to the Union. Local merchants agreed to accept the souvenirs as legal tender throughout 1959. Already more than 30,000 have been issued at $1 each, and what began as strictly a local promotion seemed to be taking hold.

(The coin is made of a light metal. About the size of a silver dollar, it is coated to simulate a gold coin.)

■ But there were signs, too, that the promotion was catching on in what, in the days when Alaska was a territory, was called "the outside." Truck drivers operating over the Alaska highway came back from the other states with tales of finding real curiosity in Alaska's "golden dollars" and of selling some for $2, $3 and even $5 each. Tourists lugged off the special dollars by the bagful. A collector ran an ad in a coin collector magazine offering the golden dollars at $2 each.

By this time the Chamber of Commerce was beginning to think it might have struck gold in its front yard. For suggestions the chamber checked in with Roy Wensberg, Seattle manager of Bozell & Jacobs—no gold miner, himself, but one who in handling advertising for the Alaska Visitors Assn. had pulled a lot of genuine tourist dollars north in territorial days.

The agency cased the potential gold mine carefully and said to the chamber, in effect: "This is strictly a gamble, but there's a chance for a good payout. How much do you want to put into promotion on the basis you may lose all? How much can you afford to lose?"

■ The chamber bounced back with the gold miner's gambling instincts; shoot $500, it said.

This sum was put into a test campaign in September with promotion for Alaska's golden dollars appearing in the Colorado and Kansas City editions of *TV Guide;* on the comics page of the *St. Louis Post-Dispatch;* run of paper in *Los Angeles Times* and the tv section of the *Seattle Times*. The response was good. The chamber found that it had its $500 back and enough over to shoot another promotion.

■ Next came an expenditure of $1,200 in Nov. 14 editions of *TV Guide*, covering all the West Coast, plus northern Texas. The mail response was even heavier. The *Fairbanks News-Miner* reported in a Page 1 story that on a single day at the chamber, Art Sexhauer, chamber secretary, and his girl Friday, Mary Sturgis, were buried under more than 1,000 replies. With mail still coming in, the Nov. 14 promotion has sold more than $4,000 in souvenir dollars.

Now, in the third swing of the pick at its gold vein, the chamber put $1,675 into the Dec. 12 editions of *TV Guide* for New England and metropolitan New York. If this thing keeps on, the Chamber of Commerce's new building may end up bigger than the state capitol. #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

NOTICE

Due to the Christmas and New Year holidays the deadline for all classified advertising will be Dec. 22 for the December 28 issue, and December 29 for the January 4 issue.

HELP WANTED

PHOTOENGRAVING SALESMAN, Out-of-town plant doing top quality, black-white and color seeks New York Salesman. Replies confidential.

Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE with farm or industrial client experience with twenty-five year old Midwest Agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 3181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN—wanted for National Real Estate monthly magazine. Major cities and states open. Write **NATIONAL REAL ESTATE INVESTOR, 1472 Broadway, New York 36, N.Y.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

ADVERTISING SUPERVISOR

We are looking for an aggressive young advertising executive who would like to become associated with a large growth company which is manufacturing a "Name" product sold to distributors, dealers.

Requires ad agency or national advertised product management experience. Capable of supervising advertising department. Relocate Minneapolis, Minnesota.

Please send confidential resume to

Box 3221, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION MANAGER for 3 farm publications. Must be experienced. Top salary and good future for right man.

Box 3183, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

NEWSPAPER
LAYOUT ARTIST

MAN or WOMAN—Age not important, but ability to make good, fast and imaginative retail advertising layouts is. Retail store experience helpful, but not necessary. The person who has above qualities mixed with finished art ability and a flair for lettering will get top consideration. Opening is immediate and permanent in a modern newspaper art department. Starting salary dependent on demonstrated abilities and previous experience. Investigate this opening by calling collect: **Dean Davis, Evansville Courier and Press, HA. 4-7711, Evansville, Indiana.**

ADVERTISING AGENCY COPYWRITER

Growing downstate Illinois agency has real opportunity for a seasoned copywriter with experience in writing for all media on consumer, industrial, and services accounts. Want productive individual who can switch hats quickly from one type of account to another. Prefer married man in 27-32 age bracket who likes to live in smaller metropolitan area.

Good starting salary; profit sharing; chance for promotion. Our staff knows of this ad. Send letter and resume to

Box 3222, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT ADVERTISING MANAGER

Ethical pharmaceutical mfr. seeks young man with broad drug or chemical advertising experience. Must be familiar with planning programs, with agencies and budgetary control. This is an excellent opportunity for a creative professional type person to grow into a responsible nationally recognized position. Salary range $9,000-$10,000. Send complete resume of age, education, experience, past earnings.

Box 3223, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION ASSISTANT

Young man or woman having some experience in engraving, printing, etc. Must type. Will maintain control records and be right hand to Prod. Mgr. in AAAA agency of 30 people. Send resume in confidence with salary required in first letter to:

Production manager
W. D. Lyon Company
303 Second Ave. East, Cedar Rapids, Iowa

JOIN IN THE PROFITS

Account executives with billings—We're a small, young, aggressive Chicago agency. We want top-notch men to help build an "A-1" agency. We don't want employees . . . we want associates to share in our growth. Let's build together! Write, in strictest confidence, to:

Box 3224, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

COPYWRITER

For leading specialized mail order firm. Must have one to three years experience, preferably in direct mail, with agency or advertiser. Knowledge of stamp collecting very desirable. Good starting salary commensurate with experience. Sell yourself in brief letter accompanied by resume and sample of your best effort. New England location. Write

Box 3225, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING AND SP ASSISTANT

Unusual opportunity for experienced man with ability to carry out and stimulate national advertising and sales promotion programs for large manufacturer of special plumbing products. Must be versatile and creative. Area close to Chicago. Salary open. Give complete history and salary requirements.

Box 3226, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State. St., Chicago 4

ADVERTISING COPYWRITER—rare opportunity for a talented industrial writer. You need a few years of agency experience, a way with words, good visual imagination and a genuine creative flair. Chemical background or degree helpful but not a must. This is a new job with plenty of built-in growth potential, at a major agency. Send resume

Box 3235, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Available Jan. 1st 5 years national adv mgr 2nd evening paper over 125,000 cir. Showed consistent gains. Rep. magazine experience previously. 12 years in food business outstanding merchandising record known in all agencies. Please contact **Mr. J. H. Sawyer, Sawyer-Ferguson-Walker Co., 333 North Michigan Avenue** for further information.

Army Public Information Officer. 38. Retired. 12 yrs. public & community relations, press, radio and TV experience. For resume, write:

Box 3227, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER seeks position, preferably with good view of East River or Charles.

Box 3228, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PROFITABLE DIRECT MAIL
SALES PRODUCER
AND MANAGER

Offers 10 fruitful years of experience. Includes complete campaign plannings—copy thru list selections—scheduling and analysis, projection of results, testing, market research, and dept. supervision. Agency-Publisher B'ground. Creative man with visual and verbal imagination. Salary open. Resume, Write

Box 3229, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC - LEGISLATIVE RELATIONS

Ten years solid experience in Public, Community and Legislative Relations backed up by general newspaper experience. Experienced public speaker. Good press photographer. Willing to travel. Top references. Will relocate from Northern New England. Mail your proposition to

Box 3230, ADVERTISING AGE
630 Third Ave., New York 17, New York

Creative adman seeks new opportunity! 5-years experience with leading agencies and advertisers (mostly copy). Would like ass't ad mgr. or account work in Chicago. Married, College graduate, 29.

Box 3236, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Young aggressive REP with national business publication looking for young rep with similar set up. Purpose: expansion thru consolidation.

Box 3234, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Will sell interest in well-established book company to executive experienced in direct mail promotion. Must be fluent, tactful, convincing letter writer, able to handle people, have good business sense. Satisfying opportunity. Write fully and in confidence.

Box 3231, ADVERTISING AGE
630 Third Ave., New York 17, New York

Small bi-monthly industrial magazine for sale. Only publication in its field. Good "one man" enterprise. Bargain

Box 3232, ADVERTISING AGE
630 Third Ave., New York 17, New York

PARTNER

Well known diversified POP display firm, seeks experienced creative salesman or broker, with top flight contacts. Opportunity to share interest with sole owner.

Box 3233, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED

Will purchase magazine or Technical Trade Publication with continuous net profit record of $50,000.00 annually before taxes for past five years. Send complete details to:

Box 3237, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ATTENTION
PRIVATE LENDER

$25,000 working and expansion capital needed by manufacturer. Company has extreme profit potential. Interesting situation for private lender.

DIVERSIFIED INDUSTRIES
SYcamore 5-2495 or
Bin 1600, Pasadena, Calif.

ADVERTISING SALESMAN

Outstanding man wanted for key sales and management post in advertising publication. Excellent salary and participation possible for right man. Send complete resume which will be held in strict confidence. Box 857, Advertising Age, 630 Third Avenue, New York 17, N. Y.

MERRY CHRISTMAS!

May the Yuletide Season bring you and yours unbounded joy and good cheer, and a momentary pause to reflect on life's blessings.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2

PUBLIC RELATIONS WRITER
Starting Salary to $14,000
Annual Raises

One of Detroit's largest PR agencies needs second-in command. You must be top caliber, versatile news and feature writer, capable of digging, writing in any subject area. Potential, if exceptional, may be considered in place of experience.

Write Box 855, ADVERTISING AGE
200 E. Illinois Street, Chicago 11, Ill.

DIRECT MAIL DIRECTOR

Midwestern publisher of periodicals used in Catholic schools is looking for direct mail department head. Must be a good copywriter as well as production man. Prefer 35-40 age level. Five figure salary open. Bonus, insurance. Tell us about yourself and include samples of your work (returnable). If you sound interesting, we'll send you a plane ticket for an interview. Moving expenses of successful applicant will be paid. Box 838, ADVERTISING AGE, 200 E. Illinois, Chicago 11, Illinois.

SALES EXECUTIVE

Well established Chicago photoengraver & electrotyper offers to you a complete agency service. Day and night engraving with complete electrotyping, mat and plastic plate facilities. Increase your income substantially by selling this complete service. Replies held in confidence.

Box 854, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WHY I'M THE ADVERTISING MANAGER YOU WANT

I can make and save money for you. Developed into top advertising executive through 22 years experience with 4-A agencies and national advertisers. Depth in creative work, marketing, merchandising, sales promotion and publicity. Former NYC agency VP and copy chief. Experienced in media, research, production costs. Know how to get top work from any ad agency.

Box 856, ADVERTISING AGE
630 Third Avenue, New York 17, New York

SALES PROMOTION

I enjoy creating and implementing salesman and customer incentive plans. Strong, versatile writer. Broad background in graphic arts. With 1 company 13 years. Salary range $8-$10,000. Write: Box 853, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

FOR RENT
COMPLETE MODERN
ART STUDIO
EXCELLENT LOCATION
FULLY EQUIPPED
POSSESSION FEB. 1, 1960
PHONE BILL BALLEE
MOhawk 4-5776
CHICAGO

COMPANY PRESS-BUREAU CHIEF

To establish and direct press bureau for major Southern California electronics firm with national and international operations. Opportunity for further advancement in growing corporate public relations department.

Position requires a strong background in newsprint journalism and executive potential. Preference given to those with additional technical-industrial experience.

Salary: $10,000-$15,000
Send complete resume to:

Box 27 R-392
Advertising Age
4041 Marlton Ave.
Los Angeles 8, Calif.

To a
CREATIVE PRO
who would like a happier new year

New business and growing accounts have made possible our third major expansion in the last ten years. To start the new year, we're seeking a knowledgeable copywriter with previous agency experience and a proved ability to create ideas and write highly original copy. You'll be a key man in this $2 million agency. Write us detailing experience, salary range and other pertinent facts.

Howard Swink, President
HOWARD SWINK ADVERTISING, INC.
327 E. Center St. Marion, Ohio

COPYWRITER INDUSTRIAL

There is a rare opening in one of Philadelphia's largest and most rapidly growing agencies. We need a good writer with proven ability and experience in preparing both advertisements and sales literature. Should have working knowledge in such fields as electricity and machinery. Samples should reflect ability to be thorough yet interesting—skill at translating dull technical stuff into exciting user advantages. Duties will include dealing directly with clients for obtaining information. You will work under the best conditions in the city. Pleasant atmosphere. Clean, modern quarters. Air conditioned privacy. Liberal benefits. We offer increase in salary, plus excellent future possibilities. Send resume only now. Replies held in confidence. Our employees informed.

Box 850, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

A CAREER REVIEW
. . . may be in order!

We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.

Confidential — Nationwide — Efficient

Send your résumé for Confidential Handling
DRAKE PERSONNEL, INC.
America's Largest Advertising Placement Agency

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

LEADING NATIONAL FOOD MANUFACTURER SEEKS EXPERIENCED ADVERTISING ASSISTANT

This challenging position offers an oustanding growth opportunity to a man fulfilling these requirements:

A college graduate with at least 4 years advertising experience with a manufacturer or agency working with a national or regionally distributed food product.

Background must include experience in the planning, scheduling, and budgeting of campaigns using all media. Also important is proven administrative ability, especially follow-through on details, and enough creative experience to edit copy, and prepare selling broadsides.

This rapidly growing company, located in Chicago, provides excellent advancement opportunities based on performance.

Send complete resume including current salary. Replies treated in confidence. Box 849, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

YOUNG, VERSATILE ADV. EXEC. AVAILABLE

Veteran (30), well-grounded in all phases of agency operation and client service. Presently Assistant AE in N.Y. office of a "Top 10" agency on a national food account billing several million. Ready for contact spot, but willing to start as assistant in a promising opportunity. Background includes copy.

Box 841, Advertising Age
630 Third Avenue, New York 17, N.Y.

AE, beer. Capable writing some pattern copy. to $17M+
TV-RADIO WRITER, pkg. goods. Major agency. $16,500
COPY-CONTACT. Young. Strong potential. $10-$12M
COPY, appliance collateral, sls. promotion, major coop. Big agency. $11M
JR. MKTG. EXEC. Fast-growth spot for mktg. grad. 3-4 yrs. field & headq. food exper. $7,500

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY CONVENTION
COMMERCIAL INDUSTRIAL

P/R-AD MANAGER

with outdoor interest and versatility sought by nationally-known manufacturer in marine field. Excellent working conditions, southern climate, sound future. Advisable background includes display ad, consumer catalog, technical manual preparation, public relations, photography. Send resume, photo, salary requirements to Box 848, Advertising Age, 200 East Illinois St., Chicago 11, Ill.

RETAIL LAYOUT ARTISTS MEN OR WOMEN

Splendid opportunity for experienced layout artists to join expanding staff of leading chain of super drug stores.

Must have experience in "hard-sell" merchandising of omnibus style retail newspaper advertising.

Positions are permanent and offer a secure future to persons who desire to work and grow with the company. Live and work in friendly community, with all company benefits, including discount purchases.

Salary to $7,000.00 depending upon your experience and ability to adapt your talent to our advertising style and policy.

To arrange a personal interview, write fully, in confidence, including one or two samples of newspaper work to:

Wayne Butler
1130 Walnut
Katz Drug Company
Kansas City, Missouri

WANTED!
SENIOR BRAND MANAGER

The Toni Company, a division of The Gillette Company, wants to fill a position for a Senior Brand Manager. The applicant who gets this job must be a technical expert in the advertising industry. He is an advertising man whose abilities are not fully utilized in his present position. He is a man who is looking for a challenge! He must have had at least 7 years' experience with or in the advertising agency business . . . and much of his experience was in consumer package goods. Salary is open. Send resume to—PETER JERNBERG,

THE TONI COMPANY
456 Merchandise Mart
Chicago 54, Illinois

Dilger
O'Connell
Crane
Houts
Girard
Morton
Krings

FUN—*Enjoying a little good-natured horseplay at the Christmas party of the tf Club of Chicago were Al Dilger, Grimm & Craigle; Emmett O'Connell, Machinery; Don Crane, Haywood Publishing Co.; Bob Houts, Mechanization; Stanley F. Girard, Tool Engineer; Walt Morton, Russell T. Gray Inc., and Johny Krings, Gardner Publications.*

Department Store Sales . . .

Sales Rise 2% in Week Ending Dec. 12

WASHINGTON, Dec. 17—Department store sales across the U.S. during the week ended Dec. 12 were 2% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ending that date were 3% ahead and for the year to that date they were 7% ahead.

■ Of the 12 FRB districts, nine reported sales ahead: Boston, New York, St. Louis, Minneapolis and Kansas City, 1%; Chicago and Dallas, 3%; Atlanta, 4%, and San Francisco, 5%. The other districts, reporting losses, were Philadelphia, 4%; Richmond, 3%, and Cleveland, 1%.

A detailed breakdown of these sales will not be available until next week. Sales for the previous two weeks were as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending Nov. 28	Dec. 5
UNITED STATES	+ 3	+ 2
Boston District	— 4	+ 4
Metropolitan Areas		
Boston	— 2	+ 4
Downtown Boston	— 1	+ 1
Suburban Boston	— 3	+ 8
Cambridge	— 9	+15
Quincy	—10	+ 5
Lowell	—15	— 5
City		
Springfield	— 4	+ 3
New York District	+ 4	+ 4
Metropolitan Areas		
Buffalo	r+ 8	— 1
New York-N.E. New Jersey	+ 4	+ 5
Newark	r— 4	+ 1
New York	— 1	0
Rochester	r+ 7	— 2
Syracuse	r— 4	+ 1
Philadelphia District	r— 4	0
Metropolitan Areas		
Wilmington	r 0	— 1
Trenton	r— 3	0
Lancaster	r+ 2	+ 6
Philadelphia	r— 5	0
Reading	— 4	— 4
Scranton	r— 8	— 1
Wilkes-Barre—Hazleton	+ 1	+ 2
Cleveland District	+13	+ 4
Metropolitan Areas		
Lexington	+ 8	— 1
Akron	+ 8	+ 6
Canton	+ 6	— 5
Cincinnati	+17	+ 1
Cleveland	+11	+ 3
Downtown Cleveland	+ 9	+ 3
Columbus	+20	+ 8
Springfield	+20	+ 8
Youngstown	+13	+ 5
Erie	+14	+ 4
Pittsburgh	+12	+ 8
Downtown Pittsburgh	+10	+ 8
Wheeling	+13	— 6
Richmond District	— 4	— 4
Metropolitan Areas		
Washington	— 2	— 5
Downtown Washington	— 6	— 7
Baltimore	— 7	— 5
Downtown Baltimore	—13	—12
Richmond	— 3	— 3
Atlanta District	+ 6	r+ 6
Metropolitan Areas		
Birmingham	— 5	— 2
Mobile	—11	— 7
Jacksonville	+30	•
Miami	+14	+21
Tampa-St. Petersburg	+18	•
Atlanta	+ 8	+ 3
Augusta	+18	+15
Columbus	— 2	— 1
New Orleans	+ 3	— 2
Knoxville	0	— 2
Cities		
Central Atlanta	—10	—15
Miami-Downtown	r+14	+18
Chicago District	+ 1	0
Metropolitan Areas		
Chicago	— 6	— 1
Indianapolis	+16	+ 2
Detroit	+ 8	+ 3
Grand Rapids	+ 7	+ 1
Milwaukee	+ 5	+ 5
St. Louis District	+11	— 2
Metropolitan Areas		
Little Rock	+ 7	— 1
Louisville	+26	— 3
St. Louis	+10	— 2
Memphis	+ 7	0
Minneapolis District	— 4	r— 1
Metropolitan Areas		
Mpls.—St. Paul	— 4	0
Mpls. and Suburbs	— 2	0
St. Paul	— 7	— 1
Cities		
Duluth-Superior	— 4	— 4
Kansas City District	+ 1	— 3
Metropolitan Areas		
Denver	r+ 2	0
Topeka	— 4	—10
Wichita	— 6	—14
Kansas City	+ 4	— 5
Downtown Kansas City	+ 6	— 9
St. Joseph	+ 5	— 7
Lincoln	— 3	— 5
Albuquerque	— 7	+ 1
Oklahoma City	— 1	— 2
Tulsa	+ 7	+ 4
City		
Joplin	+ 5	— 2
Dallas District	+ 2	+ 3
Metropolitan Areas		
Dallas	+ 7	+ 6
El Paso	—11	—10
Fort Worth	— 3	— 1
Houston	+ 6	+ 7
San Antonio	— 4	— 3
San Francisco District	— 1	0
Metropolitan Areas		
Los Angeles-Long Beach	+ 1	+ 1
Downtown Los Angeles	—12	0
Westside Los Angeles	+ 2	— 2
Sacramento	0	+ 1
San Diego	+ 1	0
San Francisco-Oakland	— 2	+ 1
San Francisco City	— 1	0
Oakland	— 9	— 3
San Jose	+11	+ 9
Portland	+ 2	+ 2
Salt Lake City	— 1	— 2
Seattle	—10	— 3
Spokane	0	— 6
Tacoma	—15	— 5

r—Revised. •Data not available.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.86
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

Blair Builds in Chicago

John Blair & Co., New York broadcast media representative, expects to break ground late in December for a $5,000,000 11-story building at 645 N. Michigan Ave., Chicago. Blair's Chicago office will occupy one floor of the 150,000 sq. ft. building. The structure, the first general office building planned for N. Michigan Ave. since the early 1930s, will have a foundation on which six additional floors can be built later. An earlier plan for the new building was announced by Blair nearly two years ago (AA, Feb. 24, '58). The present plan is for one more story than the 10 originally planned, but the location is the same.

Metropolitan Acquires WRUL; Boosts Two, Adds One

Metropolitan Broadcasting Corp., New York, has signed a contract to acquire all the stock of World Wide Broadcasting System, which owns the international station, WRUL, New York. World Wide broadcasts music, news, information and educational programs to South and Central America, Europe, Middle East, Africa and Australia.

Mary L. McKenna, who has been in charge of research and sales development at Metropolitan Broadcasting, has been named a vp of the company. George R. Bill, formerly administrative assistant to the treasurer, has been named assistant treasurer. Metropolitan also has named Harvey L. Glascock Jr. assistant to the president, John W. Kluge. Mr. Glascock, who was formerly general manager of WHK, Cleveland, has been succeeded at WHK by Jack Thayer, previously with KFRC, San Francisco.

Directory of Free Lance Talent Due Out Soon

A 1,000-page loose-leaf directory of free lance talent in the entertainment and advertising fields will be distributed early in 1960 to agencies, art studios and talent buyers.

A section on models and performers will show portraits and give the background, experience and location of each person listed. The art section will show the work of free lance artists and photographers and detail their background and availability. "American Talent Directory" is being published at 236 W. 56th St., New York.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 158,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $________

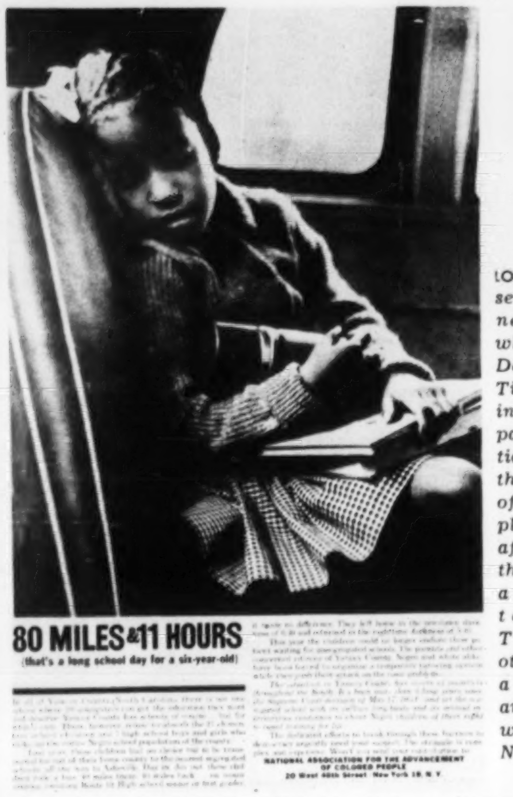
My Name ____________________

Street ____________________

City ____________ Z ___ State ________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif.


80 MILES & 11 HOURS
(that's a long school day for a six-year-old)
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE
20 West 40th Street New York 18, N.Y.

LONG DAY—*This seven column newspaper ad which ran in the Dec. 7 New York Times is the first in a new campaign by the National Assn. for the Advancement of Colored People. Three days after it appeared, the ad prompted a laudatory editorial in the Times. Ads in other newspapers and magazines are planned. Edwin Hanft Co., New York, is the agency.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending Nov. 8, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds (4 Nets)	313	120,767
2	Electric Auto-Lite Co. (NBC)	164	104,691
3	Renault Inc. (NBC)	162	103,503
4	Church & Dwight Co. (MBS, NBC)	196	98,316
5	Ex-Lax Inc. (4 Nets)	150	79,766
6	Bristol-Myers Co. (CBS, NBC)	104	75,958
7	Grove Division-Bristol-Myers (CBS, NBC)	126	69,043
8	Sylvania Electric Products (NBC)	92	54,004
9	California Packing Corp. (NBC)	81	53,608
10	Campbell Soup Co. (CBS)	64	52,471
11	Chevrolet-General Motors (CBS, MBS)	106	46,627
12	Niagara Therapy Mfg. (CBS)	56	46,238
13	Longines-Wittnauer (CBS, NBC)	105	46,144
14	Automotive-American Motors (NBC)	143	44,166
15	Quaker Oats Co. (NBC)	61	34,915
16	General Foods Corp. (ABC, NBC)	81	34,770
17	Hudson Vitamin Products (ABC, MBS)	134	32,976
18	Florists Telegraph Assn. (NBC)	47	30,909
19	CBS Electronics-CBS Inc. (CBS)	46	29,079
20	Whitehall-American Home (ABC, CBS)	44	29,075

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Gillette Safety Razor (NBC)	60	78,655
2	Electric Auto-Lite Co. (NBC)	124	73,534
3	Renault Inc. (NBC)	122	72,225
4	Church & Dwight Co. (MBS, NBC)	153	71,337
5	R. J. Reynolds (4 Nets)	197	69,550
6	Bristol-Myers Co. (CBS, NBC)	83	60,840
7	Grove Division-Bristol-Myers (CBS, NBC)	119	60,668
8	Ex-Lax Inc. (4 Nets)	99	51,627
9	Niagara Therapy Mfg. (CBS)	62	48,877
10	Chevrolet-General Motors (CBS, MBS)	99	47,433
11	Automotive-American Motors (NBC)	150	39,620
12	California Packing Corp. (NBC)	61	37,721
13	Sylvania Electric Products (NBC)	69	37,301
14	Oldsmobile-General Motors (CBS)	43	36,699
15	Wm. Wrigley Jr. Co. (CBS)	60	36,498
16	A. E. Staley Mfg. Co. (ABC)	69	31,523
17	Hudson Vitamin Products (ABC, MBS)	127	30,339
18	Longines-Wittnauer (CBS, NBC)	75	29,486
19	Whitehall-American Home (ABC, CBS)	46	29,214
20	Quaker Oats Co. (NBC)	45	26,420

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

U. S.-Style TV Looks Good to Canadian Execs, Study Shows

TORONTO, Dec. 16—Canadian television programs will offer less culture and more cuties, fewer ballets and more bullets, if Canada's business men get their way.

According to a survey made by *Executive*, a monthly "for the men of decision," published here by Hugh C. MacLean Publications, business men would reduce tv's role of "enlightening, educating, unifying and informing" in favor of emphasizing the medium's "capacity to entertain, relax and sell."

Nearly all executives surveyed said they wanted Canadian tv "to meet the U. S. pattern" (the survey was made before the U.S. tv scandals broke).

The magazine reported that Canadian executives "want more profits for the broadcaster, better selling for the business man." It pointed out that there has been "continued pressure" against the Canadian Broadcasting Corp. which would result in changes in the '60s.

■ "Most of this pressure has aimed at getting CBC to put on more mass interest programs. Sponsors believe they sell best to the largest audiences. Their approach to television, through their advertising agencies, is geared to cost-per-1,000 statistics. They resent the CBC for not always broadcasting mass appeal shows. They want Canadian programs to carry fewer ballets, more bullets."

The MacLean magazine said the new-style Canadian tv—"more commercial, more American"—would have room for selective programming and advertising, "but there will be less pressure to risk and experiment."

■ CBC, it said, will carry more "commercial" shows, and competitive stations will not be able to afford a program schedule as varied as the government-subsidized network's.

"All sponsors and agency men in our survey admitted that, theoretically, tv could be used selectively, but were sure it was impractical because, (1) there is a lack of statistics on audience composition, and (2) the main accumulated television experience has been in selling mass consumption products."

Business executives said Canadian tv would become a better selling tool when programs become "light, bright, antiseptic, wholesome, cheerful, easily understood and escapist—like American tv." #

WGN Reports Billings, Revenue Up for First 11 Months of '59

WGN Inc., Chicago, operator of WGN and WGN-TV, has reported its gross billings for the first 11 months of 1959 are running 29.5% ahead of the same period in 1958. WGN Radio revenue increased 31.3% for the first 11 months, and gross billings for November, 1959, showed a 41.8% increase over the same month last year, Ward L. Quaal, vp and general manager, announced.

WGN-TV billings for the 11-month period ran 35.1% ahead of 1958, with November, 1959, registering a 48.9% increase in revenue over November last year.

Haskins Joins Black, Little

James S. Haskins, promotion consultant, has joined Black, Little & Co., Newark, as a consultant, a new position in the agency. At one time, Mr. Haskins was public relations director of American Oil Co

Designer Groups by REVERE WARE
Newsmaker Designs by RCA VICTOR
DESIGN FOR LIVING — DESIGN FOR GIVING

COPPER TIE-IN—*Revere Copper & Brass and RCA Victor tie in with this four-color page in the December House & Garden and Living for Young Homemakers. The tie-in was coordinated by Leonard F. Fellman Co., Philadelphia sales promotion firm.*

Martin Cites Some Gains for Department Store in Buying Established Suburb Store

CHICAGO, Dec. 15—Advantages and disadvantages of buying an established suburban store, as opposed to building a suburban branch, from the standpoint of a downtown department store were discussed by Virgil Martin, president of Carson Pirie Scott & Co., at a dinner meeting of the Merchandising Executives Club last night.

Speaking on merchandising for profitable sales growth, Mr. Martin said advantages of purchasing an established business include the acquisition of an immediate following and acceptance, plus the fact that business operations can take effect immediately, with desired changes being made slowly, thus causing little tie-up of funds.

Establishment of a new store in a new location requires about four years for construction, plus about 15 years to obtain acceptance, he added. Carson Pirie has started new stores in Wilmette, Hillside, Evergreen Park, Ill, and in Hammond, Ind., and has acquired established stores in Joliet, Aurora, Elgin, Carpentersville and Chicago Heights, Ill.

Most important factor to keep in mind when considering locating in suburban areas is to be sure the operation will fit into the total marketing plan of the store and that the location is good, Mr. Martin said.

■ In answering a question on how Carson Pirie is combatting the inroads made by food chains, variety stores and discount houses, he said the store is constantly analyzing whether or not it should reorganize or disband individual departments. Watching for weaknesses in other retail operations, Carson Pirie attempts to make counter-inroads in the drug, food, and discount house markets, he said. #

FC&B Names Hubert Zielske Research Head in L. A.

Hubert A. Zielske, a vp of Foote, Cone & Belding, has been named director of research of the Los Angeles office of FC&B. He succeeds Ray Robinson, who is retiring. Mr. Zielske has been in FC&B's New York office as national director of advertising research and assistant to the national director of media and research.

Hubert A. Zielske

Mr. Zielske won the honor award from the Chicago chapter of the American Marketing Assn. for his contribution to the science of marketing with a study on scheduling.

FC&B Names Gromer Vp

Frank J. Gromer Jr., formerly manager of media, has been appointed vp and director of media of Foote, Cone & Belding, New York.

New Peitscher, Janda Agency Will Bill $2,700,000 in 1960

CHICAGO, Dec. 15—Peitscher, Janda Associates Inc., Chicago's newest agency (AA, Dec. 7), will begin the new year with eight accounts and anticipated billings of at least $2,700,000.

Key figures and stockholders in the new shop, in addition to Robert C. Peitscher, president, and George Janda, exec vp, are William A. Wright, vp in charge of marketing, and Robert von Liski, vp in charge of graphic arts and production. Mr. Wright, who owns the General Drug & Cosmetics Corp., a client of the agency, at one time was vp in charge of sales and advertising for Jules Montenier Inc. Mr. von Liski formerly headed his own art studio in Chicago.

R. C. Peitscher

George Janda

■ Six of the eight accounts—Lennox Industries, Marshalltown, Ia.; Lennox Industries Canada Ltd., Toronto; Allen B. Wrisley Co.; In-Sink-Erator Mfg. Co., Racine, Wis.; Kennatrack Corp., Elkhart, Ind.; Silvercote Products, and General Drug & Cosmetics Corp.—previously were Fulton, Morrissey Co. accounts that followed Mr. Peitscher after he resigned from that agency. He left Fulton, Morrissey last summer (AA, Aug. 10).

The agency plans to hire three or four copywriters in January or February, Mr. Peitscher said. In addition to the four principals, the agency has six persons in art and production, one copywriter and five secretaries.

Mr. Peitscher emphasized that the agency will concentrate on such activities as merchandising, marketing, research, and packaging for clients. He charged that many other agencies pay only "lip service" to these activities and are satisfied only to buy space or time.

He pointed out that Messrs. Wright, von Liski and Janda, who heads up creative activities, will make frequent personal contacts with clients "in order to give them a better and more penetrating insight into client problems." #

Arndt, Preston Adds Account; Names Bofinger, Slocomb

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, has been appointed to handle advertising for the Indiana division of Robertshaw-Fulton Controls Co. Vic Maitland Associates formerly handled the account.

Arndt, Preston also has promoted Kenneth H. Bofinger, with the agency since 1955, to an account manager. Hal Slocomb Jr., advertising manager of Ebasco Services Inc., New York, has joined the public relations-publicity staff of Arndt, Preston's New York office.

D. L. Clark Sets Cartoon Ad

D. L. Clark Co., Pittsburgh, will introduce its new cartoon-strip personality, Clarkie, in newspaper comics strip sections in January. A freckled little boy, he will be the hero of various adventures in the strip promoting Clark candy bars and other products. The strip will also serve as a vehicle for premium offers. Maxon Inc., Detroit, is the agency.

Paper pouch for liqu
bleach
Background for Packaging
For Your

"Read it? - I CLIP IT!"

> "This drawer is nearly filled with clippings of articles, ideas and ads... most of which came from MODERN PACKAGING. Some of these clippings are used right away; others get filed away for future reference. We get two subscriptions so we can clip one copy and keep the other intact."

These words didn't come from a copywriter's imagination. They're from an interview which Professor D. C. Wright of Upsala College had with an executive of a major New Jersey food packager. And our files are filled with similar statements in the call reports of over 75 university professors who form MODERN PACKAGING's Readership Development Staff. These reports tell how MODERN PACKAGING readers literally "tear the book apart" for packaging ideas, samples of paper, laminated foil, plastic film stock, and data on machines and supplies.

MODERN PACKAGING's corps of readership development specialists are daily continuing their calls on thousands* of our readers to demonstrate how to get the greatest benefit from the magazine.

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this Christmas, mend a quarrel. Seek out a forgotten friend. Dismiss suspicion, and replace it with trust. Write a love letter. Share some treasure. Give a soft answer. Encourage youth. Manifest your loyalty in word and deed. Keep a promise. Find the time. Forgo a grudge. Forgive an enemy. Listen. Apologize if you were wrong. Try to understand. Flout envy. Examine your demands on others. Think first of someone else. Appreciate. Be kind; be gentle. Laugh a little. Laugh a little more. Deserve confidence. Take up arms against malice. Decry complacency. Express your gratitude. Go to church. Welcome a stranger. Gladden the heart of a child. Take pleasure in the beauty and wonder of the earth. Speak your love. Speak it again. Speak it still once again.

Christmas is celebration, and there is no celebration that compares with the realization of its true meaning—with the sudden stirring of the heart that has extended itself toward the core of life. Then, only then, is it possible to grasp the significance of that first Christmas—to savor in the inward ear the wild, sweet music of the angel choir; to envision the star-struck sky, and glimpse, behind the eyelids, the ray of light that fell athwart a darkened path and changed the world.

the editors of McCall's